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# THE BILLBOARD

VOL. IX., No. 6.

CINCINNATI, JULY 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$100.

## The Psychogenesis of Demand.

Psychologists generally agree that there are three elementary and principal divisions of mind or consciousness. These are broadly distinguished as feelings, cognitions and conations, *e. g.*, I feel somehow, I know something, I do something.

We never find, however, that feeling is ever altered without the intervention of cognition or conation; *i. d.*, if we are experiencing a feeling of elation it will not give way to one of depression without cause.

which lies at the basis of demand, is an intermediate phase of feeling which directly precedes the impulse to action which prompts volition, or the exercise of the will.

In a recent issue of *Profitable Advertising*, Mr. H. L. Kramer, General Manager of the Sterling Remedy Co., is made to deliver the following disquisition on the advertising expert:

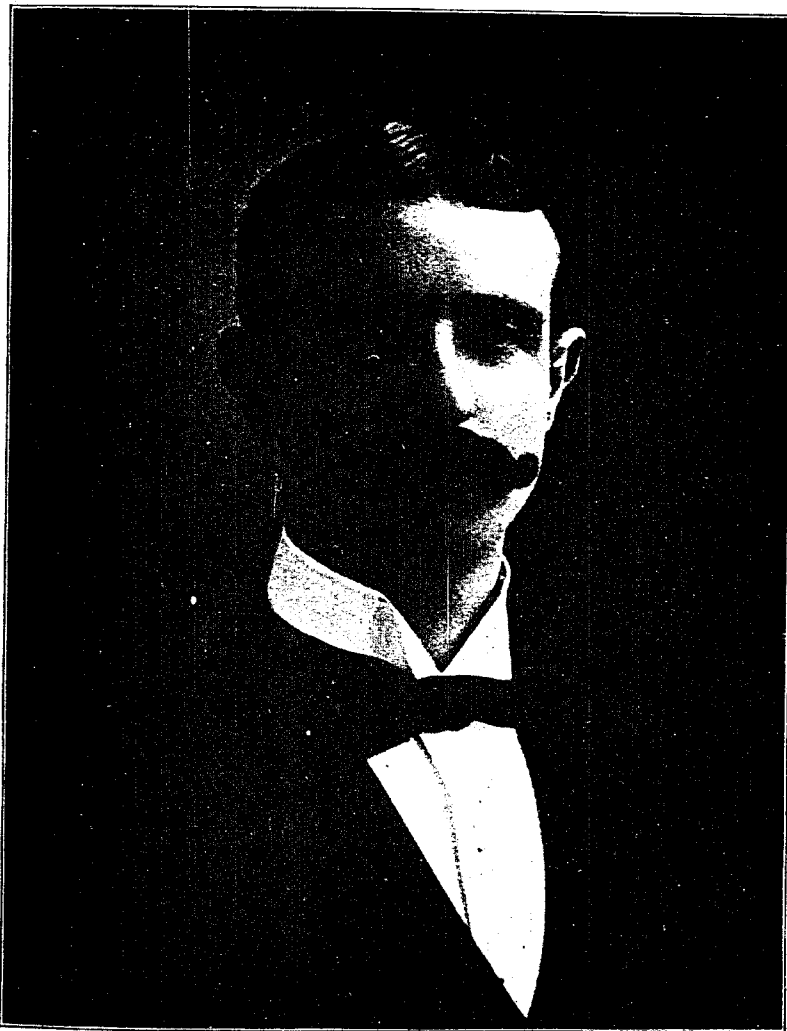
"It affords me amusement to read the positive assertions and extravagant promises of the 'expert' advertising writer,

not work for hire for others. The statements and inducements he makes are held out to encourage small advertising investments that must, as a rule, result in failure, and only by accident or luck achieve any degree of success. The advertising expert is like the man who ekes out a miserable living by selling tips at the race-track, and who, were his tips reliable, could make a fortune in a day."

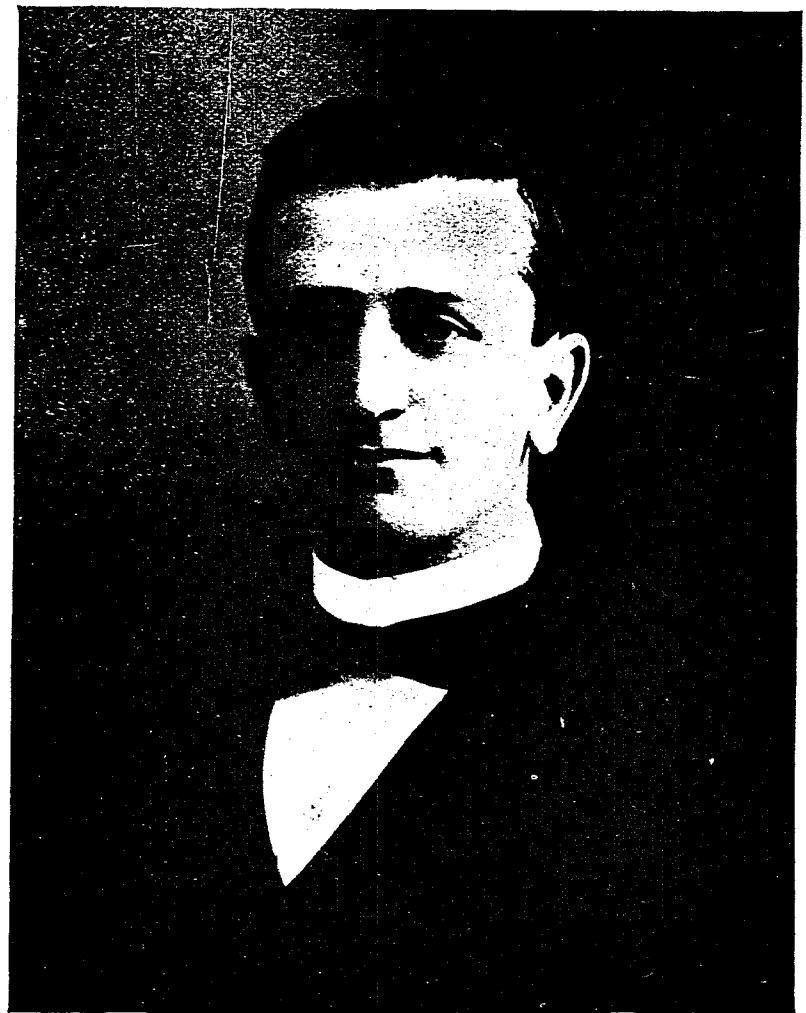
If Mr. Kramer is correctly reported, his gaucherie transcends that of any of the advertising experts whom he affects to criticise. His position is utterly untenable. It by no means follows that because a

ers, good buyers, good salesmen and so on.

Occasionally, but not often, we find a successful business man who possesses exceptional advertising ability. The two are not incompatible. Mr. Kramer possesses it in a marked degree. He has done some exceedingly clever work—work, indeed, that shows he knows advertising thoroughly. This, however, only proves that he ought to make a business of advertising, instead of devoting his splendid ability to pushing a couple of thirty-five-cent nostrum formulas. Should he try it, we have no doubt



GEO. H. SIEBE.



J. CHARLES GREEN.

SIEBE & GREEN, of San Francisco, Oakland and Alameda County.

Therefore we are warranted in stating that cognition in all cases precedes feeling and conation follows it. This gives us the regular order in which states of consciousness proceed. Broadly speaking, in any state of mind that we can directly observe we are aware, in the first place, of a change in our sensations or thoughts caused by cognition; secondly, that we are elated or depressed by the change (feeling), and, thirdly, that we are moved to action by our feelings (conation).

The want, wish or desire to possess,

whose stock in trade—"brains, experience, knowledge of mechanical and artistic detail"—affords a panacea that will cure an ad of all its ills and make the people read and believe it. Such a yearling expert, who has never invested a cent of his own money, proposes to take any business, under no matter what conditions, and, by the use of his particularly powerful advertisements, perform miracles of resuscitation, and cause the tide of business once more to pulse through the channels which have been stopped up by old fogyism, otherwise the sturdy conservatism of former days. This is all rot, and the man born with such genius need

man may be gifted as an advertiser that he possesses the qualifications necessary to successfully manage a large business. Conversely, a successful business man need not necessarily be a gifted advertiser any more than he needs be a good bookkeeper, a close buyer or a shrewd salesman. Advertising, like accounting, is only one of the vital elements of business. The successful business man is the one who knows the business he is engaged in, and who is shrewd enough to avail himself of the services of good bookkeep-

that in the course of a few years The Sterling Remedy Co., or any thing he might choose to style himself, would be accorded a rating in the mercantile agencies that would at least compare with that of Chas. Austin Bates, O. J. Gude, or many of the other experts at whom he has directed his ill-mannered and uncalled-for fling.

The advertising expert is here to stay. There is room for him, just as there is room for the expert accountant, the expert appraiser and all the long list of specialists in every line of endeavor.





## CALL.

To the Members and Brother Bill Posters of the United States and Canada, Commercial and Show Printers, Theatrical and Circus Managers and Advertising Contractors, Greeting:

I take pleasure in respectfully notifying you herewith that the Third Annual Convention of the International Bill Posters' Association of the United States and Canada will be held at the St. James Hotel, St. Louis, Mo., on Monday, Tuesday and Wednesday, July 26, 27 and 28, 1897.

Yourself and friends are urgently requested to attend. Members will convene promptly at 10:30, a. m., on Monday, July 26, in the assembly room at the St. James Hotel.

From indications we are assured the attendance will be the largest ever assembled in a bill posters' convention.

A great deal of business of vital importance to the craft will come before the convention, touching directly upon interests of the International Bill Posters' Association *therefore your welfare*.

It is sincerely expected you will lend your presence, and assist in adopting such measures as, in the judgment of the convention, will be best calculated to continue the increased success of the International Bill Posters' Association, and thereby sharing the benefit.

How can we accomplish this? By putting forth your efforts and giving us your hearty support and co-operation. That will create associated exertion and united action. This concerted action will modify the defects, if any, in our association, and continue to grow stronger than ever by increasing our large membership, which to-day is the largest in this country and the peer of them all; clearly demonstrating that the broad and liberal principles on which we were founded—open meetings, no star-chamber sessions in ours—is efficiency and merits the advertiser's confidence.

Now, make an attempt to bring in one new member.

Special arrangements have been completed for your entertainment, and no pains will be spared to make your sojourn most enjoyable and long to be remembered.

Special rates have been secured at the St. James, from \$1.50 upward.

For further information please write the Secretary.

Very respectfully yours,

P. F. SAEFER,

President of The International Bill Posters' Association.

The May issue of *Advertising Experience* was a gem.

## Siebe &amp; Green, of 'Frisco.

The Napoleons of the Western Billboard Field.

There is a firm of young business men in San Francisco that is stirring up things on our prosperous Western Coast and working up a wonderful interest in billboard and outdoor advertising. Although in business since December of 1895, they have become the acknowledged leaders, and practically the dictators, of the posting business in San Francisco and all that bay region. They command fully four-fifths of the available bill posting space in San Francisco, and in the five and a half months since they turned their attention to Oakland and Alameda county they have entirely crushed out all opposition that has been long and seemingly permanently established.

Their tireless energy, their discriminating knowledge of their business, their thoroughly reliable and up-to-date methods of doing business, has met with the unqualified approval of the mercantile world and enabled them to build up a business that has been unprecedented.

Entering a field that was in a badly demoralized condition, facing tremendous odds and prejudices that were all in favor of a long and powerfully entrenched competitor, their fight for life and success has been a masterly stroke of business aggressiveness and sagacity.

As posting in San Francisco practically means posting in Oakland and Alameda, two cities that have fully 150,000 people, it will be readily seen how firm a position Siebe & Green occupy, and how they really hold the key to the Pacific Coast work.

Socially, politically and in the business world, the members of the firm are well known in San Francisco. Geo. H. Siebe, the senior member, is of the family of Siebe, a name that is honored and respected wherever the influence of San Francisco business and political life reach. Mr. Siebe's father is the successful business man, Fred C. Siebe, and his uncle is John D. Siebe, the present city assessor, both being men of vast wealth and connected with many business enterprises. In business and fraternal circles Geo. H. Siebe is a prominent figure, being a specially well known "Native Son," a Mason and an Elk. At one time he owned and controlled the San Francisco bill posting plant and was authority on outdoor advertising. Combining with an affable, engaging personality, he has shown marked ability and is rated as a shrewd, thorough business man.

J. Chas. Green, who has become known as the most persuasive, get-there hustler in the business, has been associated with Mr. Siebe since the partnership was first instituted. He is probably the best authority on the details of bill posting in California, and has made a notable success of advancing the popularity of outdoor advertising.

Siebe & Green, as now constituted, are a great team. Look out for them. Some day their card will read: "We control the billboard advertising of the Pacific Coast." As it now reads, they control the billboard advertising of half of California.

## THE PRESIDENT'S CALL.

## PRESIDENT'S OFFICE.

CLEVELAND, O., June 18, 1897.

To the Members and all Bill Posters throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Agents.

## GREETING:

The annual convention of the Associated Bill Posters' Association of the United States and Canada will be held at Atlantic City, N. J., commencing July 13. Arrangements have been made to hold the convention at the "Brunswick Hall," corner Atlantic and Indiana avenues.

Rates have been made by hotels as follows: The Mansion House, \$2 double or \$2.50 single per day; the Rudolph, \$2.50 to \$3.50 per day; the St. Charles, \$3.50 to \$7 per day.

The coming meeting is one of vast importance to all members and all bill posters. Matters of vital importance will come up, and much will depend on the manner in which they are disposed of. It is my earnest wish, and that of all the officers of the association, that every member, and all those who are not members, but eligible to become such, attend this meeting. We are all equally interested in what is done at this annual convention, and I believe that it is the duty of every bill poster to attend, and by his counsel and vote help to make laws which will be of benefit to the craft in general.

Members and delegates from state associations, also those who desire to become members, will please report at headquarters, "Brunswick Hall," at 10 a. m., Tuesday, July 13. Fraternally,

AL. BRYAN, President.

J. BALLARD CARROLL, Secretary.

—The Bill Poster.

## Purely Personal.

H. O. Phillips, of Portland, Me., is making a big try for local commercial patronage. He has picked out a line of customers and bombards them with his bills. He is a man of high character and high ability. He is a man of high character and high ability. He is a man of high character and high ability.

Charles W. Brown, of Charleston, S. C., writes as follows: "The Empire Advertising and Bill Posting Co. has sold their interest, and I am now the only licensed bill poster in this city." W. B. Shull, of Greenville, Tex., also covers Commerce, Ross City, Quilman, Celeste, Floyd and Coddas Mills. Abel W. Gilson covers Attleboro, North Attleboro, Plainville, Hebramville, Dodgeville, Briggs Corner, Charter and Rehoboth. J. F. Clark, the enterprising bill poster of Conway, Ark., writes that he will continue to read the following clipping from the *Wilmington Post*: "The following clipping, entitled 'A Well Deserved Compliment,' is from a Wilmington, Del. exchange: 'George W. Jackson, our well known bill poster, and of the firm of the Wilmington Bill Posting and Distributing Company, attended a meeting of the Pennsylvania Bill Posters' association, held at Reading, Pa. on Friday, May 21, and was elected a delegate to the National Bill Posters' convention, to be held at Atlantic City, July 6, 1897. The visitors to Reading were royally entertained, and banquets at the Highland House on the mountain, by one of Reading's leading citizens, J. D. Mishler, president of the Pennsylvania Bill Posters' association. From unbiased judges, the Wilmington Bill Posting Co. has the largest and most prominently located billboards of any bill posting company in America. It is a business of the size of the Pennsylvania Bill Posters' association.'"

M. F. Sprenger, of Poughkeepsie, N. Y., known all over the country as "The Honest King," is with us again for another year. The following is from the *Chicago Inter-Ocean*: "The Clifford Gaiety Theater and the advertising and bill posting men of the Schiller got into a war last night over the right to put up their bill posters on the building at the southeast corner of Randolph and Clark streets. C. S. McCarthy, the owner of the building, gave Zig Hart, the advertising agent of the Schiller, the first privilege to post his bill posters on the building. The order was not complied with, and Zig Hart and his men tore the boards down and carried

them over to the vestibule of the Schiller. Word was at once sent to the Gaiety of this, and Manager Clifford, followed by his entire fighting force, came running to the rescue. They stormed the Schiller lobby and rescued the captured boards. Some of the Schiller men were roughly handled in the encounter, and a large crowd was attracted by the excitement. Later on Mr. Clifford secured permission from Mr. McCarthy himself, and put up the billboards. A riot call was sent in by the police, and the hoodlum wagon sent to the scene. The presence of the police prevented further trouble. The following is from the *St. Paul (Minn.) Globe*: "The ordinance passed by the Board of Aldermen reducing the license fee for bill posters from \$50 to \$5, was turned down by the assembly committee on streets yesterday afternoon. Those favoring the passage of the ordinance were Assemblymen Daly and Reardon, but Assemblymen Thompson, Dix and Albrecht voted against it, and the report of the committee to the assembly Thursday night will be an adverse one. C. H. Bonn and M. E. Murray, representing the trades and labor assembly, spoke in favor of the ordinance. Mr. Murray said the passage of the measure would net more money to the city at \$5 than the present one calling for \$50, and it would also give employment to more people. It would also break the monopoly of C. H. Bonn, who was of the opinion that the ordinance now in force had been drafted so as to give a monopoly of the business to the case of Barnum & Bailey's show, which had a force of men now billing the city, and instead of the city getting the revenue it went elsewhere." The *Disc* says the city of the same kind following to say: "The Board of Aldermen ordinance, reducing the license fee for bill posting from \$50 to \$5, will be unfavorably recommended by the committee on streets. The committee, H. Bonn, M. E. Murray and Martin Igo, the committee from the Trades and Labor assembly, argued for the passage of the amendment, contending that the present ordinance has created a monopoly. The vote on the question stood 2 to 2. Messrs. Daly and Reardon voting for it, and Messrs. Thompson, Dix and Albrecht against it. The committee stood up in the afternoon and turned them away at night at Minneapolis without using an inch of Bresslau's boards. The circus people say that Bresslau's demands were outrageous, and that they used newspapers and windows as a substitute. Girard, of Erie, got the Wallace show work exclusively. J. F. Williams, of Portland, Ore., says he likes John Moore immensely. Bresslau and the Ringlings had their troubles in Minneapolis recently. It seems that Bresslau had a shut-out contract with Barnum, thus forcing the Ringlings to use the newspapers, which they did to the entire exclusion of the boards, and were remarkably successful, too.

## Superb Book on Lithographs.

Atherton Curtis, in a superb volume, combines the beginning of lithography, with an account of its inventor and many of its exemplars, and some splendid reproductions of the art's finest examples. Senefelder, whose experiments in etching led to his invention in fine lithography, opens the list, while Gericault, Bonington, Harding, Daumier, Delacroix, Isabey, Raffet, Gavarni and other famous lithographers, continue it.

The celebrated anecdote of Louis Senefelder's lithographing his mother's washing as the initiation of the art is contradicted in part by Mr. Curtis, who states that when Senefelder had produced his raised letters on stone, with the washing list, he had not discovered lithography, new as his process was. It was the beginning of a series of experiments that was to end in the discovery of lithographing itself, which does not depend upon a raised or an incised line. 1798 is the date of the real invention. The date usually given is 1796.

The history of the experiments and the gradual veering toward the great invention is well worth knowing. Senefelder, like many another inventor, reaped little pecuniary benefit from his invention, even when he saw it used throughout Europe. He himself received a pension from the Bavarian government, but not till 1825, and he died nine years later.

It took twenty years for lithography to be appreciated in its bearing upon art. Gericault was the first to employ it, at first timidly and ineffectually. The famous "English Farrier" is the only one of Gericault's pieces reproduced. He died nearly eighty. Gericault died before Senefelder, namely, in 1824.

The edition is limited to 750 copies, is got up in the best style and is a triumph in its line. The photogravures, twenty-two in number, are remarkable. (D. Appleton & Co.)

Poster printers ought to take a greater interest in bill posters and bill posting than they now evince.



## LEFEBVRE'S BUDGET.

[Address all communications to Donat Lefebvre, Manchester, N. H.]

Mr. A. R. Beardsley, who is at the head of Dr. Miles' Medical Co., of Elkhart, Ind., has been appointed "aide" on Governor Mound's staff, with the rank of colonel. Congratulations are in order. He is well known by many of the readers.

Distributors will do well to send their card, prices and facilities to the manager of Waukesha Bill Posting Co., Waukesha, Wis. Mr. Mevis has a prospective customer who may use this method.

Mr. Thos. Kain, No. 88 South street, Middletown, N. Y., wants members of the I. A. D. to send him all the news—what they are doing, etc.—for his breezy sheet, *The Distributor*.

Tips.—Williams Bros., Indianapolis, Ind., samples 9 O'clock Tea; Glyza Chemical Co., Washington, D. C.; Cushman Chemical Co., Indianapolis, Ind.; D. H. Foushee Co., 14 Wall street, Lexington, Ky., advertising fans; H. T. Hayes, manager Dr. Chase Co., No. 1512 Chestnut street, Philadelphia, Pa.; John H. Phelps, Scranton, Pa.; Gibson Mfg. Co., 221 Fifth avenue, Chicago, Ill.; Dr. Story Medical Co., Cleveland, O.; Orator F. Woodward, LeRoy, N. Y.; John Uih, 2128 Sarah street, Pittsburg, Pa.; cards; C. K. Duschner Co., 30 E. 14th street, New York, circulars; Sterling Remedy Co., Ind. Mineral Springs, Ind.; Elastic Starch Co., New Haven, Conn.; Magic Yeast Co., Chicago, Ill.

What would be considered a "rare specimen" would be to see a poster or tender folder announcing the Nashville, Tenn., exposition in this section. They are scarcer than the proverbial "hen's teeth." Last September they stated that they relied a good deal on the railroad to advertise them, as it would be to the latter's benefit to do so. But I suppose that now that it is too late, they find out that they relied on a very unreliable point, and the consequence is meager attendance, and a New Englander who attends will be as prominent as the "only living nurse of Geo. Wash."

Before another issue of this paper reaches you the meeting of the I. A. D. will be a thing of the past. We once more urge every member to make every effort to attend. The benefits to be accrued cannot be compared, as many advertising agents will be present, and many contracts will be signed for future work before the meeting is adjourned. Don't fail to be at Cincinnati, Ohio, July 22-24. Remember the date.

Two reliable advertisers had a distribution here lately, and the druggists are not enthusiastic over the distribution, as the work was done by the Littlefield Drug Co.'s two boys, and they used their "rubber stamp" on the envelopes. If the advertisers who use this service think it benefits them we shall be glad to forward them a list of the druggists in this city who protest as being detrimental to their prospective trade. We will state once more that this drug company has the habit of getting the advertising matter from the firms, then stamp their name

As to me not being a member of it any more, that is purely a private and personal matter which concerns no one. If you care to, you may use this in the *San*. Yours truly, S. M. BOOROM.

The following is a sample of scores and scores of letters which Mr. Steinbrenner is receiving daily. The International Association of Distributors has solved the difficulties of house-to-house distributing. It has provided a reliable service, and the appreciation of advertisers follows as a matter of course:

CALIFORNIA FIG SYRUP CO., No. 71 John Street, New York, June 18, 1897. The International Association of Distributors, Cincinnati, O. Dear Sirs—Mr. E. H. Smalling, of Worcester, Mass., has done distributing for us for several years in Central and Western Massachusetts. We consider him a reliable man for this work. Mr. Smalling was in my office a few days since, and we suggested to him that he ask for membership in your association. We have used a few of your members, and no doubt will use more as we find them in that part of the country. Please send us list of members. Yours truly, E. UNDERHILL, Agent.

STREET & SMITH, PUBLISHERS, 232 to 238 William Street, New York, June 3, 1897. Mr. W. H. Steinbrenner, Secretary International Association of Distributors, Cincinnati, O. Dear Sir—As you are aware, we are constantly doing a large sample copy distributing in various parts of the country. All the largest places are covered by our regularly employed force of one of our members, who are a population greater than 5,000 to write us, but it is expensive for us to reach some of the smaller places, running from one thousand to four thousand population. We have a distribution at the rate of \$1.50 per thousand copies, and is quite certain that the work has been properly and thoroughly done. If any of the members of your association in the smaller towns, please enter into communication with us upon this subject, and are willing to accept our terms, we would be glad to place them in business during the year. Yours truly, STREET & SMITH.

Per Bunce.

LETTERS TO THE EDITOR. Under this heading the publishers invite a full and full discussion of any and all matters of interest to advertisers, bill posters, distributors, sign painters and fair managers, when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

Connellsville, Pa., May 3, 1897. Editor THE BILLBOARD, Cincinnati, O. Dear Sir—There has been a good deal of distributing done in the territory for the last two weeks. We get our full share of local trade now, but found it hard at first (have only been in business a few months) to pick up business at our regular prices, as the merchants were in the habit of employing boys and cheap men in the day the largest advertiser here followed one of our distributors to see how the work was done. That settled it with me. I marked a day to pay him his distributing, but he would not pay me. I had him and Distributing Co. their price and have it done right. We have done his distributing since, and many of the other merchants have fallen into line and have us doing their distributing.

As yet we have very few contracts with out-of-town advertisers, but, as we become known as reliable, we expect an increase in business. A great deal of the distributing (I mean thrown around promiscuously) is done by our druggists. For instance, about the last of February one of our druggists distributed samples of Paragon Tea for Fiel & Co., of Cleveland. None were put into the house, but two samples were thrown into the yards or thrown on the doorstep, some of them sticking in the snow. The druggist was told to put up one or two mornings, threw about 300 books belonging to the Kellogg Pharmaceutical Co., Baltimore, out on the sidewalk in front of his store door. Another druggist, who was sent by word around with papers, folded in wrapper, belonging to the A. F. Sawyer Medical Co., Chicago, who threw them into the yard and on doorsteps, although doors were standing in front of them. A man, looking like a tramp, distributed for the Dr. Miles Medical Co., Elkhart, who handed them out to passers on the street. One of my neighbors picked up a pamphlet in front of his door. But the worst was of course the matter I ever saw was the booklets of the Pillsbury-Washburn Mills Co., of Minneapolis, Minn. They were thrown into the hallways, doorsteps and on the sidewalk. I counted fifteen in one short square. Hood's Sarsaparilla and Paine's Celery Compound were well distributed.

We hope to place an ad with you in the near future. At present we are putting up billboards and so many other necessary expenses make our outlay much greater than our income. We have the street car advertising privileges in two street car lines here.

We take THE BILLBOARD through Mr. Cottillon, the newsdealer here, and are anxiously awaiting its arrival. Yours truly, WM. CLOWES, Manager.

Butler, Ohio, May 20, 1897.

Editor THE BILLBOARD, Cincinnati, O. Dear Sir—I take great pleasure in reading my brother's letters to the editor. They tell what they have, what they are doing, and give a number of good pointers that come very handy. The way I came to get into the business is as follows: Mr. F. E. Wise built a fine opera hall, one of the finest halls in the state for the size of the town, and completed it with all the latest opera chairs, piano and a full set of Sossan & Landis' scenery of Chicago. The hall was finished by December 1, 1892, and "Old Farmer Zad Hattracks" was contracted for as the opening attraction. He sent Mr. Wise a large bundle of paper of all sizes and kinds, and Mr. Wise were good friends, and he had engaged in the stage carpenter. He came to me and wanted to know what we would do with the paper—how it would get it up and where we would put it. Neither Mr. Wise nor myself ever posted a paper, and in fact, did not know a sheet from a 3-sheet. We took the paper to the hall and looked it all over, and then went out over town to see where we could find a place to post it. We found some good places, and so the next morning he made a bucket full of paste. I went to all the stores in town trying to get a paste brush, and not one was to be found. I bought a whitewash brush, got a broom handle and put the brush on, and we were ready to post the paper. The first paper was posted was a 3-sheet. It took us about twenty minutes to get it up, and after that nearly every place we went to post the brush handle was too short to reach, and we had to get a new handle. It took us about an hour when evening came we had the paper posted. The day came for the show, and they played two nights, to standing room only each night. By the time the show was over, we had five weeks after. "Oliver Labadie came along, about the time the show was over, and he had a galvanized iron paste bucket, a 9-inch Donaldson brush, a good, long handle, five 3-sheet stands, one 12-sheet stand, one 30-sheet stand, besides a number of barns, coal sheds, etc., to cover.

The next time the posting went different. Summer came, and the boards all stood empty until the show season opened in the fall. During the winter of 1896 I ran across a BILLBOARD. I read it and ordered a sample copy. Then I began thinking of going into the posting business. I wrote to a number of board advertisers and got some small jobs. I wrote to Mr. D. R. Tabor, of Chicago, Ill., agent for the California Fig Syrup Co. I got 150 sheets, and with some other paper I had on hand, I had to build more boards and leased all of Mr. Wise's. I now have one 3-sheet, one 30-sheet, one 12-sheet, one 16-sheet, one 21-sheet and fifteen 3-sheet stands, and a number of one-sheet stands.

I had on the boards for the month of May, Ship of Figs, Kemp Sisters' Wild West, at the opening of the Hawthorn Park at Mt. Vernon, and some local advertising.

The next great attraction that will take the use of all the boards will be the big Fourth of July celebration. Please note clipping from local Butler paper.)

So I am now in the posting business at this place, and control all boards, and can post any size sheet or stand and give good showing. I will close for this time, for fear that I am taking up too much space in your valuable paper. I am waiting for the June number, so I can read "Making It Pay" or "Hints for Country Bill Posters," by Mr. Harrison Haynes Hubbard. I remain, Yours truly, W. L. HISSONG, City Bill Poster.

Delphos, O., June 1st, 1897. Dear Sir—Since buying the billboards in this city on April 1st, another party (W. F. Tucker) who imagined there was a fortune in the business, has put up one 14x4 billboard and five 3-sheet boards, and is trying to cut into the business, but as this is his outfit outside of doubts so far, I think he will meet with little success. I offered to buy what he has, but no, he says he will see what he can get out of it. I have put out some good contracts since April 1st, and more coming. Buffalo Bill also under contract. THE BILLBOARD is a welcome visitor at this office each month. Yours truly, CHAS. A. HOOD.

Delphos, O., June 26, 1897.

Editor THE BILLBOARD, Cincinnati, O. Dear Sir—This is to inform you and the advertising public that I am not the bill poster in Delphos. Neither is Chas. A. Hood, who endeavored to get THE BILLBOARD regularly each month, but (by some underhand work it seems) I had to order it to be sent to me. I will see what he can get out of it. I have put out some good contracts since April 1st, and more coming. Buffalo Bill also under contract. THE BILLBOARD is a welcome visitor at this office each month. Yours truly, CHAS. A. HOOD.

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Delphos, O., June 26, 1897.



## To Split or Not to Split.

BY SAM W. HOKE.

The editor of THE BILLBOARD, in the last month's editorial columns, offers some strange advice to bill posters regarding Royal Baking Powder posting.

Because Royal Baking Powder refuses to do business with a newspaper that won't be "held up," THE BILLBOARD'S editor advises bill posters to allow themselves to be held up. Giving an advertiser a commission is simply cutting rates, pure and simple. And can a bill poster afford to charge Beeman's Chewing Gum 3 cents and then accept 2½ cents from Royal, simply because Royal says, "Take 2½ or nothing"? If accepted, how long will Beeman continue at 3 cents?

It is a well known fact, however, that the Royal Baking Powder does place advertising in newspapers that do not give them a commission, although they try to create the impression that they get commission from all papers. The weak papers give up the agent's commission, of course; and the weak bill posters will probably do the same thing; and Royal Baking Powder will probably give their business to the strong bill posters at full rates and claim that they get commission from all, just as is done with the newspapers.

Let us look at this matter in another light, and see how it seems to the bill poster: It is well known that the editor of THE BILLBOARD is also interested in making and selling commercial posters, most of which are sold through bill posters. Bill posters get a nice, handsome commission for selling these stock posters, and consequently sell lots of them. But suppose, after a bill poster has worked up some store keeper to wanting these posters, that store keeper says, "I will go to headquarters and get these posters, and save the commission you would otherwise get." And then suppose Mr. Postermaker allows this commission, how long do you think the bill poster will continue to work up sales for these stock posters?

Several poster makers have tried the experiment of sending their own sales men through the country to sell posters to retailers, but I think they have invariably found this method very unsatisfactory and very expensive, and if any are still doing it I am not aware of the fact. And that is why I say that it is strange that the editor of THE BILLBOARD should advise bill posters to do what his business sense would prevent him doing himself.

## Meanderings Through Manhattan.

Regan & Clark are carrying Coca Cola exclusively, and a large slice of Hires Root Beer Posting.

Munson has Wool Soap exclusively; also 6,000 sheets of Admiral Cigarette paper in all sizes from Hoke, for a three months run. Dunlop Tire and Hawes Hat also use Munson exclusively.

"Sam Pratt's Aromatic Gin" and "Between the Acts Cigarettes" have Van Beuren's boards exclusively.

"Millions Now Use Pearline" smiles at us from all the billboards. It is a very effective piece of wood-work in one printing, a blue ground and a white letter.

Beeman's Pepsin has a new 28 sheet.

Cleveland Bicycles has a peculiar poster. It is 4 sheet's high and about two-thirds as wide as an 8-sheet, though it is printed on 3 sheets. The advertiser expected to post it as a 3 sheet and at the price of a 3-sheet.

An anonymous correspondent in June Bill Poster intimates that there are bill posters who refuse Dollars' paper. The only bill poster who ever refused his paper is one whose work has been so unsatisfactory that Dollars had to drop him. The man amounts to nothing, and none of Dollars' clients have ever wanted his boards after learning of his methods.

Mr. Bradley, the founder of Asbury Park, is reported as having torn down

about fifty of Mr. Morris's billboards at that place a few days ago, on account of their carrying Santal Midy Posters. "Tally Ho" and "Search Light" Lamps have each an 8 sheet on all the boards. Both are excellent posters.

A new 8-sheet by Sam W. Hoke, for the Admiral Cigarette, shows a very handsome young woman looking with admiration toward what would probably be the Admiral if the poster were not cut off short. As it is, you see the Admiral's epaulet and a part of his arm and sleeve, the balance being hidden by her head. The poster remarks that "The Admiral is the Favorite." Hoke's establishment at this time fairly glows with sketches which he is submitting to the various advertisers; and the advertiser that can resist a Hoke sketch is a hard one to please.

Mr. Evans, formerly with the O. J. Gude Co., and recently with Gilling & Shaughnessy, expects to go it alone in the future.

Gilling & Shaughnessy are placing a 16-sheet for the "Never Out" bicycle lamp.

KNICKERBOCKER BLOOM.

## LETTER FORMS.

(Concluded.)

Edw. B. B., of Atlanta, Ga., requests the form of a letter of solicitation for distributors only. We infer from his letter that Edw. B. B. has no billboards, but devotes his entire time to house-to-house distributing. If we are correct in our surmise, we would suggest that he use two forms, something similar to those we give below.

We advise two forms because in order to cover the whole list of advertisers thoroughly it is necessary to write to some advertisers that know nothing of the advantages of this form of advertisement. People of this kind must be told of its strong points. You must let them know how and why it is powerful, prompt, economical, etc., before you can excite their interest. On the other hand, if you were to write such a letter to Hood, Ayer, Syrup of Figs, Chase, Pink Pills, etc., who know all about its strength, you would only arouse impatience. A firm that is already using distributing matter is only interested in what you can do for them individually. Therefore, tell them only what particular inducements you have to offer them. Make your letters short, and keep your name before them constantly. Write them at least once every month (once each fortnight would be better), and it will pay you in the long run.

We suggest the following line of letters for this purpose, viz.:

No. 1.

.....1897.  
.....  
I distribute pamphlets, circulars, samples, etc. from house to house in Atlanta. I make a business of it. I do nothing else. I know how to do it thoroughly and well. I would like to do your work.  
Respectfully yours,  
.....

No. 2.

.....1897.  
.....  
I am still doing house-to-house distributing at the above address. I am a member of the International Association of Distributors. That means my service is guaranteed. I will serve you well when you so desire.  
Respectfully yours,  
.....

No. 3.

.....1897.  
.....  
House-to-house distributing by men (no boys), and the men are under constant surveillance. My service is as efficient and thorough as eternal vigilance can make it. Let me make a trial distribution of this city for you.  
Very truly yours,  
.....

No. 4.

.....1897.  
.....  
Commissions are odious. We are not saying anything about the service that you are now receiving in this city. We simply assert that ours is the best, and we are ready to prove the assertion at any time.  
Respectfully yours,  
.....

No. 5.

.....1897.  
.....  
As you are doubtless aware, we are now, and have been for the past — years, handling distributing matter for C. I. Hood & Co., California Fig Syrup Co., and the names of all our regular patrons follow here. They are satisfied with our service, because it is first-class in every respect. If you contemplate a change, hear us in mind.  
Sincerely yours,  
.....

No. 6.

.....1897.  
.....  
You may not want to cover this city just now, but should you desire to do so at any time in the future kindly bear in mind that our service is faithfully, reliably and honestly conducted.  
Yours truly,  
.....

Keep at them in this strain. Always see that your letters are short. Bear in mind that the chief object is to keep your name before them.

Do not fail to carry a list of your patrons on your letter-head, and every time you get a new house add their name to your list at once; even if you have to get a rubber stamp in order to do it.

If, on the contrary, you have a list of firms who confine their advertising to papers and periodical publications, or you have secured the names of a number of parties just starting in business, a letter something after the following style is advisable, viz.:

.....1897.  
.....  
You are advertising. You are interested in advertising. Allow us to trespass briefly on your time and consideration on behalf of house-to-house work. May be you are favorably disposed toward it already. If not, though, may be all you have guessed or surmised may be wrong.  
Many, many firms have built themselves up by following this form of advertisement to the exclusion of all others. It must have merit, otherwise these houses never could have succeeded.  
Its strong and salient features are easily pointed out. Your circular, booklet, pamphlet, sample, or what not, is never skipped, never lost sight of among a vast mass of competing advertisements. On the contrary, for the time being you have your reader's entire and exclusive attention. Freed from all distracting environment you impress him, drive your story home, photograph it on his memory, as no other method can. Your space is cheap. You can illustrate, argue and describe at as great length as you desire. That is why house-to-house work is good advertising. There are other reasons — stacks of them — but you can not get away from the one here advanced. Your reader's attention is yours absolutely, exclusively and entirely as long as he is reading your booklet. Think this over it means much.  
As for us, we do not write booklets nor illustrate them, nor yet print them. Our business is to distribute them from house to house, store to store, or hand to hand, as directed. May be you think this is an odd business. Possibly it is. Yet we follow it exclusively — devote our entire time and attention to it.  
It requires brains, ability and discretion. We possess them all, together with reputation. When you desire to cover a town, you want to do it thoroughly. You want one booklet put in every home. That is where our reputation stands us in hand. We have been placing one booklet in every home in this city for the past — years. We have earned a reputation for honest and reliable work by giving all our patrons just that kind of work, and no other.  
When you get around to (name of your city) bear us in mind.  
Respectfully,  
.....

Here is a good form for a bill poster who devotes as much and as close atten-

tion to his distributing department as he does to his boards:

DISTRIBUTING DEPARTMENT,  
95 N. J. R. R. AVENUE.  
Newark Bill Posting Co., Newark, N. J.  
Gentlemen—We beg to call your attention to our facilities for handling distributing matter. This department of our business is entirely separate from our bill posting and sign advertising business. We have a separate building under lease at No. 95 New Jersey Railroad Avenue, Newark, N. J., where this branch of our business is handled exclusively. We employ thoroughly reliable men by the year, use horses and wagons and guarantee good service. Our rate for distributing in business places, on public thoroughfares, at mill gates, etc., etc., is \$1.00 per thousand; if distributed to business houses and places and private houses exclusively, the rates are \$1.50 per thousand, and if put inside of private houses only the rate is \$2.00 per thousand. The best reference that we can offer is our special business rating from the mercantile agencies. If individual references are required we shall be pleased to furnish them. The enclosed list of city and suburban routes, with population of each place, will give you a comprehensive idea of the material required for thorough distribution of the territory; or if any point or place is wanted distributed separately, it can be done at the same rate per thousand.  
We shall be pleased to hear from you at any time and furnish you with full information relative to this branch of our business. Awaiting your commands, we are  
Yours very truly,  
E. M. SLOCUM,  
Per C. J. Manager.  
Member of the International Bill Posting Association.

G. C. C., of Syracuse, wants to know how to draw on a client. Purchase at any stationery store a book of blank drafts. Fill out one as follows:

\$5.00. Syracuse, N. Y., July 24, 1897.  
At one day sight pay to the order of Smith Bill Posting Co. five dollars.  
Value received, and charge the same to account of Smith Bill Posting Co.  
THOS. SMITH, Manager.  
To Brown, Smith & Co.,  
No. 110 East 6th St., New York City.

Turn the draft over and endorse it; that is, write your name on the back, like this:

Smith Bill Posting Co.,  
Thos. Smith,  
Mgr.

The draft may now be deposited in your own bank for collection, or it may be forwarded to a bank located in the city where your client does business. In this latter case the following letter should accompany it, viz:

Cashier, .....bank,  
city, ..... State, .....  
Dear Sir—Please find herewith draft on ..... No. .... St., your city, which please collect and remit to us in exchange on (your own town or New York). In remitting please report name in full.  
Very truly yours,  
.....

J. J. C., Nashville—See Form No. 13 of THE BILLBOARD for June.

J. A. S., Newcomertown—See Forms Nos. 1 to 6 in the April BILLBOARD.

M. M. B., Springfield—From May to July.

C. S. C., Jackson—Form 10 in the May BILLBOARD.

P. T. Williams, for years the leading member of the Cincinnati City Directory publishing firm, died May 12 at his residence on West Eighth street, Cincinnati, aged eighty-five. His surviving three sons will succeed him in the business.

## How Many Solicitors?

BY SAM W. HOKE.

I have on my desk a list of about 5,000 general advertisers located in New York City and near vicinity. It is possible that each of these advertisers could be induced to do bill posting if properly solicited. In addition to this 5,000 in this section there are hundreds and thousands scattered throughout the Union, all of whom could possibly be induced to do posting.

How are these thousands to be induced to do bill posting regularly and systematically? The only way I can see is to encourage all advertising agencies to recommend, solicit, and place orders for bill posting. One man is physically unable to do this work. The Associated Bill Posters' Association some years ago tried the experiment of appointing one man to solicit work for their members; but he was only one man, and while probably as successful as any one man could have been under the circumstances, the fact remains that he was only one, and physically capable of seeing only a limited number of advertisers daily.

As a result, some of the members are dissatisfied with this man, and say they want another solicitor. The fact is, they need a dozen solicitors, a hundred solicitors. The only difficulty is, in determining what solicitor is worthy of confidence, and also capable of placing bill posting properly before the limited number of advertisers that he can see and advise with.

The Associated Bill Posters' Association will meet in a few days in Atlantic City, and from what I understand from members who have written me, an effort will be made to get resolutions offered welcoming all reputable newspaper advertising agencies, all reputable street car advertising agencies, all reputable programme advertising agencies—in fact, everybody in the advertising line who has a line of customers, and who is not in the salaried employ of one advertiser.

There is some opposition from a few members to the idea of allowing commissions to all reputable advertising agencies, because these agencies in some instances place bill posting only because they have to do so, their customer insisting for this till they have to give in. Having nothing to do with influencing this advertising, some bill posters think they should not be allowed a commission. The probability is, however, that these advertising agencies would work in favor of bill posting if it were not for the fact that in the past they have been given to understand that business would not be accepted from them.

Remove the cause for their opposition, and they will in numerous instances become warm allies to bill posting. But even if this does not make them work for bill posting, it will in any event prevent their working against bill posting.

And many a bill posting order has been nipped in the bud because of the objection of a newspaper agent in whom the advertiser had confidence.

Grant Allen, in an article entitled "The Vice of Thrift," published in THE Humanitarian, London, for May, touches upon advertising. In so doing he betrays a lack of discernment quite incomprehensible in one of his attainments. We quote his words, viz.:

"They overlook the number of idle and useless people, capitalists and rentiers, the pensioned and the privileged, as well as the enormous number unproductively employed either in useless and anti-social callings, such as the army and navy, or in professions subsidiary to the capitalist class, such as lawyers and their clerks, stockbrokers and their assistants, with the vast legion of middlemen, agents, commercial travelers, and so forth, none of whom is performing any useful service to the community, nor producing anything. If middlemen and the agents or employees of capital were all diverted to honest production (by which I do not mean necessarily material manufacture),

the total of wealth would be immense increased, especially in England, where the productive class is now so relatively small, and the various forms of leech or sub-leech so numerous and all-pervading. I will take a single example, that of the advertising element. Just consider the solid phalanx of people engaged in designing, drawing, printing and coloring advertisements, which add nothing to wealth, but have merely the object of inducing you to buy So-and-so's cocoa rather than So-and-so's, to use What-you-may-call-it soap rather than Thingumbob detergent. Just consider the vast cohort of people employed as commercial travelers, all bent upon selling Jones's long-cloth rather than Smith's; in recommending Wilkinson's tea as against Jenkinson's or Simpkinson's. Turn all this useless body to productive work (such as the manufacture of buttons, poetry, cucumbers, or designs for simple brooches), and see how enormously you increase the real output of the country. Why, everybody might go to the play, with an orchid in his buttonhole! If you doubt this statement, that is because you do not know what is meant by an orchid."

That any one possessing Mr. Allen's knowledge of political economy should err so grievously—so flagrantly—is past understanding. The idea of classing advertising among the non-productive occupations is almost on a par with Bishop Potter's recent tirade against labor-saving machinery.

To contend that labor-saving machinery is responsible for poverty is not one whit more foolish than to argue that advertising involves useless expenditure. Advertising as it is conducted to day is a utilitarian factor of greater importance to humanity than all the labor-saving machinery ever fashioned.

## Poster Advertising.

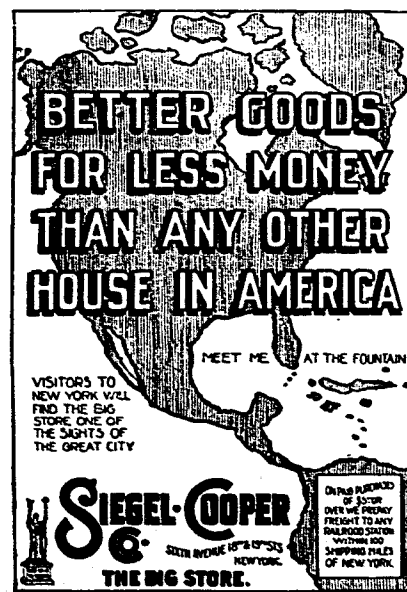
By FRED FELTON, Manager Central City Show Printing Co., Jackson, Mich.

The use of billboards by commercial advertisers is day by day becoming more popular, and each day seems to demonstrate that the users of this line of advertising are becoming better acquainted with the requirements of the billboard; still, every day we see costly mistakes made in this direction. In the economy of life there seems to be a place for all things, and the sooner the poster user sees that a small, beautiful picture of fine detail is entirely out of place when posted on a billboard, the better it will be for all.

Among the strongest advertisers the day of the single sheet poster has passed, and it is practically demonstrated that nothing short of an 8 sheet should be used, and even this is rather small, a larger one being far preferable. The "poster fad," which has of late run riot, has had some good effects, having introduced the poster to many who before this scarcely knew what a poster was. It has, however, had the bad effect of place, as not one in a hundred of the so-called "art posters" are suited for the place. Of what avail is one of Millet's gems when posted on a billboard? And this seems to be the fault with the present "poster fad"—lack of legibility. What is wanted for the billboard is strong, easily read matter—something that may be taken in at a single glance. Who ever saw a lady stop before a billboard to read a corset bill? Yet she is the only user of corsets, and to reach her effectively—or, to be more precise, the bill must be so aggressive that it forces her to see and know that that identical corset is just the one she wants. All this must be told her in a glance. No matter how beautiful, or how artistic a bill may be, if it is lacking in aggressive legibility, if its story cannot be seen at a glance, its value is lost, or at least much lessened; consequently, it seems that the effective poster should possess high color, little matter and, above all, legibility; and, as a rule, size. Regarding size, I have before said that for stand work nothing less than an 8-sheet should be used. There is, however,

in every city a line of what is called "3 sheet boards," and it seems to me that to fully cover all the ground all billing should consist of "stands" and "3-sheets." In this way the bill poster could give a superior showing, having the advantage of a bill for the place. In regard to the colors, art tones are beautiful, but fail to attract the eye as quickly as strong masses of positive color. Neither are they so loud in their aggressiveness. The color should be so assertive that it calls for attention by the very fact that it is out of harmony with its surroundings. This narrows the colors down to a few, black, red, yellow and blue, or occasionally a blending of the colors, which, by the way, should scarcely ever be produced by over printing, as, when so done, the paste used has a tendency to cause the last printed color to scale and look shabby. "Get the best," is an old saying, but the difficulty is to know what constitutes the best. The paper comes first. It should be of a good enough quality and weight to stand on the boards for thirty days; anything better than that is a waste; consequently a good non-fading book paper of about 60 lbs. weight fills the bill. In speaking of weight and sizes, I have in mind as a standard, each sheet 28 x 42 inches, this being the generally accepted size. The matter must be easily read, consequently the letters should be quite plain and bold, with little attempt to the ornamental, and all ornamentation should as far as possible, be of a kind that adds legibility to the letter rather than to beautify it. There is of late a tendency to use more "lower case" letters, and while this letter must be rather smaller than "caps," because of its extension both above and below the line, it is much more legible than all "caps" and should be freely used. The "matter" should be as concise as possible, remembering at all times that the less matter the larger the letters; nor is it well to tell all on a stand, as I believe the primary use of a billboard is to excite attention sufficient to cause the reader to desire further explanation. If, for instance, we have a stand proclaiming that "Smith sells the best sugar," the prospective buyer calls on Smith, thereby giving the salesman a chance at the customer. It then lies with the salesman to convince the buyer of the truth of the billboard.

In fact, I believe it is wrong to presume that the billboard sells goods; it merely gets customers. The actual selling depends upon the goods and the salesman. So much for the billboard and its uses. As for the posting, this is easily told. Get a reputable billposter to do it, and you can rely upon his word that it is done, and done right.



TWO RECENT "JONES" POSTERS.

## WHO WILL IT BE?

The Most Popular Bill Poster in America Gets a Trip to England Free, as the Guest of the Billboard.

In August of each year the United Bill Posters' Association of Great Britain holds its annual convention. It would seem fitting that a member of the craft in America should be sent to attend this meeting every year. THE BILLBOARD has decided to inaugurate the custom. In 1898 the meeting takes place August 17 and 18, and we will send the most popular bill poster in America as our ambassador. All his expenses, including railroad and steamship fare, hotel bills, etc., will be paid by us. He will travel first-class in every way and reflect credit on the craft in America. But who is the most popular bill poster in America?

This question we have decided to settle by a voting contest.

The contest will last until next July (1898), the progress being announced each month until that time. Cut out this coupon and vote for your choice.

The most popular bill poster in America is  
..... of  
city..... State.....  
and is in my estimation best fitted to represent America at the British convention.

Any subscriber can vote. No one reads THE BILLBOARD who is not interested directly or indirectly in bill posters and bill posting, consequently any of our readers may assist in making a choice. The only condition that we insist upon is that the vote be made upon the above coupon. None others will be counted. Pick out your man and then stand by him, and vote for him early and often.

"It does not pay to advertise."  
He said with mournful glance,  
"Go to!" his hustling rival cries,  
"Your brains are in your pants!"



## THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business departments to  
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Berland's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscript; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at the Cincinnati, Ohio, Post Office.

JULY, 1, 1897.

In another column of this issue we publish the president's official call for the convention of the International Bill Posting Association. Mr. Schaefer has with commendable promptitude adopted measures for the quieting of the dissention which threatened to render the forthcoming meeting inharmonious, and it now looks as if nothing more serious than the censure of one of the officers will mark the proceedings. The slate is well perfected at this writing, and the selections are first class. We trust it will go through unbroken. For president, Mr. George H. Siebe, of San Francisco, has the call. W. B. Loudon, P. F. Schaefer and L. M. Crawford seem to be well thought of for first, second and third vice presidents, respectively. Mr. P. G. Stout is mentioned for secretary and Mr. C. C. Ames for treasurer. The association will benefit materially from the election of this staff of officers. We should not be surprised to see it double its membership within the year. In any event, it is safe to predict that it will grow much more rapidly under the new regime.

If any one knows the slate in the Associated Bill Posters' Association he has not divulged it. We know of no instructions to delegates whatever, hence can not hazard a prophecy regarding the official roster for the forthcoming year. The difference between Mr. Campbell and Mr. Stahlbrodt has taken on a sectional aspect. The west is likely to be arrayed against the east, with this difference—the west is solid for Campbell, while the east is not solid for Stahlbrodt.

Prominent bill posters in the east, such, for instance as Mr. Sam Pratt of New York, and Mr. Edw. Donnelly, of Boston, are advocating the "open" association along with Mr. Campbell, but are out-

spoken in their defense of Mr. Stahlbrodt. It complicates the situation, and renders the outcome very uncertain. There exists, also, a well defined opinion in the east that the official organ should be brought to New York and published there.

We do not think that Mr. Campbell will enter any objection to such a course. Editing a paper and looking after the details of the publishing thereof is not child's play by any manner of means. It is work—often hard work. Quite frequently the duties and responsibility attached thereto are onerous, even burdensome, and it is impossible to conceive of a more thankless position.

If the eastern members are really serious in their demands, they will do well to go slow. The Bill Poster, as it is now conducted, is a credit not only to the association, but to the entire craft as well. It is not likely that a change would improve it, and there is always the chance that meddling will prove hurtful.

It should be remembered that the paper is laboring for bill posters. It makes new clients every month. Its influence is powerful. It may not be felt directly, but it is there.

Another thing. Where are you going to look for a man to take Mr. Campbell's place? It is easy enough to find fault and criticize. Any fool can do that, but when it comes to improving on the subject's work, who is there fitted to do it?

Mr. Campbell has framed a policy that has reasonably satisfied all, or nearly all, the members of the association. That in itself is no mean feat, when the great diversity of opinion of the members is considered. Hampered and hemmed in on all sides by a thousand and one foolish restrictions, he has yet made the publication interesting—much more so, in fact, than it would seem was possible. Finally, he has safely steered it through the shoals and rocks that beset the course of all young and untried publications. Have a care how you supplant him. First find a man fitted to succeed him, and then be sure that man is satisfied to labor zealously for naught but contumely and abuse.

The scism between the rival factions is assuming proportions which are entirely too formidable. It is well enough for members to contend valiantly for their opinions and convictions, but in the present instance the rupture threatens the existence of the association.

The threatened split between the east and the west is freely canvassed and discussed. The idea should not be entertained for a moment. There are far too

many associations now. No possible good could come from it, and much harm would surely result.

The scheme to expel Mr. Stahlbrodt is also radically wrong. Mr. Stahlbrodt has done too much for the bill posters of the country to be accorded treatment of that kind. The only trouble with Stahlbrodt is that he is pig-headed. If the members will only take him in hand and beat into his stubborn, obstinate brain the fact that he is not the only rock on the sea shore, he will yet prove an exceedingly useful member of the association. That would be much better than expulsion.

## MAKING IT PAY.

By HARRISON HAYNES HUBBARD.

Before taking up the soliciting of local patronage, I want to draw attention to the following letter. It illustrates a point to which many bill posters have referred:

Atlanta, Ga., June 5, 1897.  
Harrison H. Hubbard, Cincinnati, O.

My Dear Sir—I have read with much interest your articles as published in the May and June issue of THE BILLBOARD, which I think every distributor should read. I am, however, particularly interested in your article of this month. I believe firmly that every distributor should know how to talk advertising interestingly.

Why, sir, I have actually had to talk advertising to some of my local patrons before I could get a copper cent's worth of work from them.

I have had to beg, plead and write, and were it not for the fact that I am keeping in touch with the advertising world by reading the leading advertising papers I would be completely at sea. Then, too, I have gotten several contracts from that source, and have given the tips to other distributors.

I would esteem it a favor if, in your next letter, you would briefly touch upon the important subject of "Business Soliciting." By that, I mean commercial correspondence between the distributor and the advertiser. I also believe if you could but point out some scheme whereby the advertiser who is addressed in regard to distributing could be made to answer the correspondence, it would greatly benefit the craft. For example, I send out nearly 100 letters every month, and seldom get more than two or three replies.

Now, these 100 letters cost me \$2.00 for postage, besides stationery and stenographer's work, and yet I seldom get more than 10 per cent. returns. I honestly believe that one reason why advertisers do not get better service is because they do not answer or investigate the letters they receive.

Thanking you for the interest taken in outdoor publicity, and wishing you every success, I am,  
Yours very truly,

EDW. B. BRIDGER, Manager.

It is keeping everlastingly at it that gets business, just as it is giving thorough, conscientious and efficient service that retains patronage. Keep it up—keep your name before them. Keep a standing advertisement in THE BILLBOARD to supplement the work. It will pay. It is as certain as death and taxes.

The greatest difficulty that country bill posters and distributors have to contend with at the present time is the indifference which the national or general advertiser manifests toward the smaller towns. It is inexplicable, for, while the circulation of, of course, is much less, the quality of the circulation is so immeasurably better than that yielded by the boards in cities that results are ten fold greater.

However, it is a condition, not a theory, that confronts the country bill poster, and until the national advertiser

comes to his senses the bill posters in the small towns must needs get along with-out his patronage. This can readily be done. How? By working up a demand for space among your local retail merchants.

Now, Mr. Man that has tried it and failed, and you fellow that has a town that's no good, I am after you. You are the very fellows I want to talk to, and I want you to follow me closely. There is money in it for you.

I am first going to tell you how I got my first commercial order. Afterwards I shall offer you some hints and suggestions that will prove highly valuable.

I had been canvassing irregularly for about a month without landing an order, when, one evening while I was thinking the matter over, an idea came to me.

I had received that day a sample of an eight-sheet and one of a whole-sheet shoe bill from a well-known Cincinnati printing house. I had four firms in my town that handled shoes. I decided to try the smallest store of the lot. It was run by a very conservative man, a newcomer in the town; in fact, he had only opened up some two months previously.

The next morning I went to him, showed him the samples and explained my scheme. I had boards throughout all the surrounding country, and I enlarged at great length on the desirability of the farmers' trade. I explained how prompt, sure and certain the returns from posters were, and finally offered to put up twenty-five eight-sheets and 250 whole-sheets for \$45.09. The paper itself would cost me \$22.50, and I charged him five cents a sheet for ten days' showing.

He thought the matter over, but finally shook his head, stating that he was afraid it would not pay.

I expected this, and was ready for him. "Mr. Shannon," said I, "I know it will pay, and just to show you that I mean what I say I'll guarantee it."

This opened his eyes, and we got down to business. I had him figure out the amount of sales he would have to make in order to warrant an expenditure of \$45.00, and he decided that \$140.00 was about the amount. He wanted to make it \$140.00 worth of shoes, but I would not have it that way. I insisted that whenever a person inquired for or bought shoes the entire purchases should be counted. Finally he agreed to this, but insisted on the sales reaching \$160.00.

With this understanding I ordered the paper, agreeing that if I failed to give him that amount in sales he was to pay for neither the paper nor the posting.

In due time the posters arrived. They were cross-lined:

SHOES!  
Any pair in the house  
\$2.95.  
SATURDAY, OCT. 20  
(On that day only),  
SHANNON'S  
Phoenix.

There were four roads leading into town, and I put five of the eight-sheets up on each of them, going out fully five miles. The other six I put up in town. The whole sheets I spotted in about the same proportion.

Well, you never saw anything like it. They came from all directions, and they all went to Shannon's. He, his wife, his

son and two daughters had all they could do the whole day long. The store was crowded all the time, and nearly every person who came for shoes bought something else. It was a wonderful success, and every other merchant in town was green with envy.

The next morning (Sunday) I dropped around to see him. He had just finished counting up.

"You win," he said: "\$212.00 cash and \$179.00 on the books."

He paid me, and then and there duplicated the order for clothing bills for another sale.

The next day (Monday) I went around to see the other merchants, and got an order at my own price from all but two of them, and I never had any more trouble after that.

Now, the particular point I wish to impress upon bill posters is that the posters were dated and that they advertised a bargain in one thing only. There was no getting away from the returns. The big sales were due to the posters, and to them alone.

I would not advise every bill poster to guarantee results, as I did in this case, but I would try to make a killing for a customer as often as possible. It helps you wonderfully.

If you want to interest your local merchants and hold their trade get country boards. They are cheap; you can rent locations for a subscription to a periodical that need not cost you over 50 cents a year, and the first circus that comes along will almost pay for the building of the boards.

The country bill poster must, above all things, keep his expenses down. If your town is under 10,000 inhabitants never, under any circumstances, pay cash rentals for locations.

Consideration of some kind you must give, of course, in order to get a lease, but let it be other than cash. Be chary, too, of theater tickets, or you are liable to deliver yourself into the hands of the local manager.

I see a good scheme worked now in several towns. The bill poster publishes the theater programme and swaps space in it for locations and windows. Others give the owner a painted sign over the board erected on his lot. Still others control the advertising desks, clocks, folder racks, etc., in the hotels, and swap space in them for locations. There is any number of ways in which outlay of cash may be avoided.

The programme is the best. The wait for the curtain to rise and the waits between acts are potent factors in the ordinary advertiser's estimation. He is easily convinced that time hangs so heavy on the theater goer's hands that he reads the programme advertisements in sheer desperation. Then, again, the cost of publishing a programme is almost nothing. The pay ads will always do it, and the privilege may usually be had for nothing. Sometimes the programme can be made to show a profit over and above all the space it gets you.

Two new imprints on the boards in Chicago are those of Edwards Deatch and Heilmann, 104 South Clinton street, and the Sherwood Litho. Co., 431 Dearborn street. Both are Chicago firms, and their work is highly creditable.

## Signs &amp; Sign Painters

Address all communications for this department to  
R. H. FORGRAVE, Pickerington, O.

I think the best plan when putting advertising signs on a large surface, such as a side of a large building, is to divide it in sections and put a different sign in each section. A long string of large letters is hard to read when close to them, as when the building is close to the highway, and the point at which it is intended to be viewed is the middle of the road. However, if the point of view is quite a distance from the sign, it is all right to use the whole surface in a single display.

A large smooth bark tree makes a good surface for an advertising sign. They seem to look best with white letters cut in with black. The letters should read perpendicularly.

For very large signs, where it requires a great amount of paint, government whitewash may be used to good advantage. It is made as follows: Take half a bushel of unslacked lime, slake it with boiling water, cover during the process to keep in steam. Strain the liquid through a fine sieve, and add to it a peck of salt previously dissolved in warm water, half a pound of Spanish whiting and one pound of clean glue previously dissolved by soaking in cold water and then hanging over a slow fire in a small pot hung in a larger one filled with water. Add five gallons of hot water to the mixture and let stand covered for a few days. It is best applied hot, but can be used cold. The east end of the President's house at Washington is covered with this mixture. A pint of this wash will cover one square yard, and will be almost as serviceable as paint for wood, brick or stone. It is cheaper than the cheapest paint.

Coloring matter may be added—yellow ocre makes a cream color. For pearl or lead color, add lamp black; for common stone color, add four pounds raw umber to two pounds of lamp black, proportionately.

Yellow attracts the eye quicker than any other color, although it will not show as far as white on a black ground.

The secret of preserving paste lies in the use of an alkali. The other ingredients put in it are intended to give it a pleasant flavor. Any alkali that will preserve the albumen of the flour from decomposition will keep paste from spoiling. A paste that will keep for a year may be made as follows: Dissolve an ounce of alum in a quart of water, stir in a little flour, carefully beating up the lumps; stir in a half teaspoonful of powdered rosin and pour on this mixture a pint of boiling water, stirring well. Set away in a cool place. When needed for use soften with warm water. It will keep just as long without the rosin. Rosin makes it adhere better.

Here is a paste that you can peddle: Take a quart of warm water and dissolve an ounce of powdered alum in it; stir in flour with the hand until it becomes so thick you cannot beat it any longer; pour in boiling water until the paste begins to cook; stop pouring in water, but stir until the paste is cooked. Paste cooked too much won't stick well. It ought to be pretty thick. Level it down and pour water on it to keep it from cooking on top. Allow it to stand in a cool place over night, when it may be cut up in chunks, wrapped in strong paper and carried in the grip. When you reach your journey's end, thin the paste with water and it is ready for use. Thick paste like this, before thinning, will keep in good condition for a year if kept covered with alum water.

Sometimes trouble is experienced in getting letters to lay on a newly painted surface. The edges of the letters form up like saw teeth; sometimes it assumes a honeycomb appearance. The paint won't flow on easily, as if the surface had been greased. The fact of the matter is, it is grease from the linseed oil. This is technically known to the trade as "cissing," and is very aggravating. Sometimes the difficulty can be overcome by rubbing the surface briskly. Another way is to wash the surface with a weak solution of sal soda and rub dry with a chamois. If it don't respond to this treatment, rub the surface all over with powdered chalk and wipe clean. It is a good idea to wash the surface anyway and wipe dry before putting on the letters, whether the paint "cisses" or not. The paint will flow on much more easily.

To make an easy flowing paint, take one part of paraffin oil to three parts of linseed oil. This is what gives ready mixed paint its easy flowing qualities. It is used by nearly all ready mixed paint manufacturers. It costs from eight to twenty cents per gallon, according to gravity.

When a man refuses to spend fifty dollars for a chance to make a hundred, there is something wrong with him. Good advertising will do it, and good painted bulletin work is good advertising.

When painting an advertising sign on a shingle roof, always follow the layers of shingle, whether the roof is sagged or not. The sign will then have a more natural appearance.

If, somehow, sign painters can get hold of clear, clean-cut thoughts and boil them down so as to have the fewest words that mean the most, bulletin sign painting would soon be the universal method of reaching consumers. The trouble is, sign painters give too much attention to fantastic lettering and not enough to the wording. They seem to think any phrase or set of phrases, no matter how worn or how absurd, will do, just so long as it is fixed up in an artistic style. An advertising sign, to be valuable, must be impressive. In no other manner can it be made thus than by good wording. The illustration is alone intended to catch the eye, and the text must do the rest, be that much or little. If we would have our abilities as advertisers prized, we must get out of the old rut. When we say be brief, we do not mean that a sign should consist only of a few words. We mean that each sentence or phrase should not contain a single superfluous word, whether the sign contains one line or a hundred. Avoid repeating. Let every phrase be a concise and separate description of some characteristic quality of the product advertised. Merely the name of the firm and the article's name is not enough for a bulletin sign. It distinguishes it from no other of the same kind. Just as soon as the merits of the article are begun to be enumerated, just that moment advertising is begun. I claim that a few of the selling qualities of an article should always be enumerated in a large advertising sign in small letters. Some persons will merely read the large letters and pass on—the same class that gets no further than the headlines of a newspaper—always in a hurry. There are many others, however, who will digest everything connected with it. These are the ones who are generally the best customers.

Why would it not be a good idea to call the large lines of lettering in a sign, the Headlines.

A good backing up material for gold letters can be made of white lead finely ground in linseed oil and colored with chrome yellow. Tint as near gold color as possible. Add a little elastic varnish and thin to a working consistency with turps.

Powdered charcoal makes a good smaltz for ground work. Better than sand.

Blue is undoubtedly the best color for the ground of a sign. It is a receding color, and will naturally throw letters out in relief, particularly if they are lined around with black.

If any of you poster men want a paste that won't wear off, rub off nor wash off, try this: Beat to a batter four ounces of common starch, two ounces white dextrine, ten ounces cold water; then dissolve ten ounces borax in one-half gallon boiling water and add three ounces glycerine; add the batter to this, and stir until it becomes partly transparent. Being very flexible, this paste will not crack; consequently, the paper will not peel off. It is the drawing of the paper when contracting that breaks it. Glycerine added to any kind of paste improves it.

Never thin paste with cold water if you want it to do good service. Paste does better, anyway, when hot. Use wooden vessels, particularly if the paste contains alum.

The question: Can a young man learn sign painting without serving an apprenticeship? has been repeatedly asked through the columns of the trade magazines. Most assuredly. The copies are on every hand. I would want no better pointers than those given by Hoke's sample billboard in the last issue. Eternal practice is the price of proficiency.

To make transparent cloth for illuminated signs, take pulverized white rosin one pound, bleached linseed oil twelve ounces, white beeswax three ounces, Venice turpentine twelve ounces. Heat the first three articles until dissolved, then add the turpentine while hot. Stretch the cloth tight.

I presume there is not a man on earth who knows why gold leaf will change color sometimes. Beautiful gold signs have sprung in a year's time, appearing as though every other leaf was copper. Many theories have been advanced, but all are fallible. We know one thing, it occurs oftener in localities where there is much smoke. The copper appearance can sometimes be removed by washing with diluted sulphuric acid or vinegar.

## Answers to Correspondents.

E. L. W. asks if there is any way to put paper on painted buildings so that it will stick and not flay at the edges. Yes, sir. Wash the walls with a strong solution of pearl ash, applying with an old brush. When thoroughly dry, if your paste is O. K., the paper will stick securely and will not flay.

A. J. S. sends a description of making stencil signs without showing the ties that hold the parts of the letters together, and asks if it may be patented. Any new and useful device may be patented if you can prove that you are the originator. In your case, however, I have seen the same ideas advanced as long ago as six or seven years. The *Painters' Magazine* for March gives an extensive description of it, together with several illustrations. If it has not been presented at the patent office, you might possibly get it patented. My advice, however, would be to let it alone. Although it is a superior way to stencil signs, we can see nothing in it, as it would come in that class of patents that are easily pirated, the same as letter patterns, and you would get little, if anything, out of it.

## Purely Personal.

Victor Burnham, of 429 Carlisle avenue, Cincinnati, is a sign painter who believes in distributing. He recently covered the Queen City entire with a circular which reads simply: WHO IS YOUR PAINTER? VICTOR BURNHAM. CARLISLE AVENUE. 409 West of Central avenue, Cincinnati.

The experiment was an unqualified success. Mr. Burnham is overrun with orders, and has added over a hundred to his list of regular customers.



# LIST OF FAIRS

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

**ARKANSAS.**

Monticello Monticello Fair Oct 13 to 16 J J  
Whitaker sec  
Newport Jackson county Fair Newport Oct  
7 to 9 L Hirsch sec  
Pine Bluff Pine Bluff Fair Oct 19 to 22

## COLORADO

**Garfield Eagle and Pitkin counties Fair Sept 14 to 17 J B Hurlbut pres Parachute**

## CONNECTICUT.

Bristol B'rol Fair Sept 20-30 At Red Welton  
pres E F Gaylord supt races Milo L Morton  
sec.  
Calaisville Farmington Valley Agr Assn Sept 20  
to 30 E A Hough sec  
Danbury Danbury Fair Sept 20 to 30 S H Rundle  
pres G M Kundle sec J W Bacon treas  
Windsor Windsor Fair Sept 20 to 30 A C  
Brewer pres George B Spencer treas A H  
Phelps sec  
Killingworth Killingworth Agr Assn Oct 6 L  
Farmerlee sec  
Meriden Meriden Agr Society Sept 15 to 17 G  
W Fairchild sec No state fair in 1897  
Middletown Middletown Agr Society Sept  
21 to 23 Theodore W Yerrington sec  
Rockville Tolland county Agr Assn Sept 7 to 9  
Geo I Jones sec  
Stafford Springs Stafford Springs Agr Assn  
Oct 6 E C Dennis pres C B Gary sec  
Sufteld Sufteld Agr Society Sept 21 and 22  
Waldo S. H. Henry sec  
Wallington Wallington Agt Society Sept 8  
to 9 Geo I Jones sec  
Willimantic Willimantic Fair Assn Sept 28 to  
30 W Griffin Madsen pres A L French sec  
Winsted Winsted Agr Corporation W T Hul-  
bert pres R M Platt sec  
Woodstock Woodstock Fair Assn H W Hib-  
bard sec

## GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville  
Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W E Simmons pres W G McNeley sec  
Cuthbert Randolph county Fair July 12 W J Oliver pres Skillman B W Ellis sec  
Tifton Midsummer Fair Assn July 7 to 9 Dr J F Wilson sec  
Valdosta Valdosta Carnival July 13 to 16

**ILLINOIS.**

Aledo Mercery county Agl Society Sept 21 to 24  
 John Brady pres W H Graham sec  
 Anna Union county Fair Aug 31 to Sept 3  
 Atlanta Logan county Fair Sept 7 to 10  
 Atoka Tipton county Sept 14 to 17 J F Johnson  
 pres Julian Churchill sec  
 Belleville St Clair county Fair assn Sept 7 to 10  
 Louis F Bidman pres Mascoutah August  
 Belvidere Boone county Fair Sept 7 to 10  
 Benton Franklin county Fair Sept 14 to 17  
 Bushnell McDonough county Fair Sept 5 to 8  
 Cambridge Douglas county Fair Sept 7 to 10  
 Cambridge Cambridge Fair Sept 20 to 24 Jas  
 Pollock sec  
 Camp Point Adams county Aug 30 to Sept 4  
 Camp Point Adams county Agl Fair Sept 7 to 11 R L  
 Organ sec  
 Carrollton Green county Oct 12 to 15  
 Carthage Adams county Fair Sept 6 to 10  
 Centerville Vermilion county Aug 17 to 21  
 Centralia Centralia Fair assn No fair in 1897  
 S A Frazier sec  
 Champain Champagne county Fair Sept 1 to 3  
 Champain Coles county Fair Sept 14 to 18  
 Clinton DeWitt county Aug 30 to Sept 3  
 Danville Vermilion county Aug 17 to 20  
 Danville Vermilion county Aug 17 to 20  
 Elmhurst Elmhurst Fair Aug 24 to 27 W J  
 Smith pres C F Graham treas C A Snyder sec  
 El Paso Woodford county Sept 13 to 15  
 Elgin Livingston county Sept 13 to 15  
 Farmer City DeWitt county Sept 7 to 10  
 Freeport Northern Illinois Agrassn Sept 7 to 10  
 H F Aspinwall pres  
 Galena Union county Sept 28 to Oct 1 George S  
 Avery pres W Barnes treas Frank Boston  
 wick sec  
 Golconda Golconda Fair Assn Oct 1 to 4 Bar  
 C. H. Phelps pres  
 Grayville Hou John Landrigan pres W A  
 Mussett sec Clifton Oxman gen sup  
 Griggsville Pike county Aug 3 to 6 J F Hatch  
 sec  
 Homer Champagne county Aug 24 to 27  
 Hoopston Vermilion county Aug 24 to 28  
 Indianapolis Vermilion county Aug 24 to 28  
 Jacksonville Morgan county Aug 17 to 20  
 Jerseyville No Fair in 1897  
 Jonesboro Union county Sept 14 to 17  
 Jonesboro Union county Sept 14 to 17  
 Kankakee Kankakee county Sept 13 to 17  
 Kewanee Henry county Sept 13 to 17  
 Knoxville Knox county Fair Sept 21 to 24  
 Le Roy Le Roy county Sept 13 to 17  
 La Harpe Hancock county Aug 23 to 27 Geo  
 F Otto pres Judd Hartzell sec  
 Le Roy McLean county Sept 13 to 17  
 Le Roy McLean county Sept 13 to 17  
 Macomb McDonough county Aug 16 to 20  
 Marion Marion Fair C M Kern treas W F  
 Bundy sec  
 Mendon LaSalle county July 13 to 16  
 Monmouth Warren county Sept 7 to 10

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Motticello Pratt county Aug 16 to 20  
Morrison Whiteside county Sept 7 to 10  
Mt Vernon Jefferson county Fair Sept 6 to 7  
Geo W Evans pres S H Watson Treas Free

Mt Carroll Carroll county Aug 31 to Sept 1  
G F Bucher pres Geo C Kenyon sec  
Mt Sterling Brown county Aug 10 to 20  
Mesa Garfield county Sept 21 to 25  
Oregon Ogle county Sept 7 to 10

Pana Pana Union Agr society Aug 31 to Sept 10  
Pawnee Pawnee county Sept 21 to 25

Paradise Edgar county Sept 6 to 10 S B McCord  
pres W Stemmons supt of privileges Geo L  
McCord sec

Pawnee Menard county Fair Aug 31 to Sept 3  
Geo Williams pres F Burpied sec  
Pinckneyville Perry county Oct 5 to 8  
Princeton Bureau county Sept 6 to 9  
Pryor Pottawatomie county Sept 10 to 12  
Rockford Winnebago county Aug 20 to Sept 1  
Rushville Schuyler county Aug 9 to 13  
Sandwich DeKalb county Sept 14 to 17  
Saybrook Menard county Sept 10 to 12

Shawneetown Shawneetown Fair Aug 24 to 27  
Martin Doherty pres Marsh Wisheart sec  
Shawnee Shelby county Sept 7 to 11  
Springfield Illinois State Fair Sept 27 to Oct 1  
W C Garrard sec

Sullivan Moultrie county Agr assn Aug 30 to Sept 1  
Glenview S Madison county Sept 10 to 12  
Vienna Johnson county Fair W S Wymore  
pres W C Simpson sec

Warren The Warren Fair Sept 14 to 17 J. C. Adams pres

Watseka Iroquois county Sept 7 to 10  
Watson Effingham county Sept 14 to 17  
Wheaton Dupage county Aug 31 to Sept 3  
Wichita McHenry county Aug 24 to 27  
Yorkville Kendall county Sept 7 to 10

## INDIANA.

Anderson Fourth of July celebration J V  
Knight pres E T Brickley sec I E Maw treas  
Angola Steuben Agr Assn Oct 4 to 9 H  
Van Auker pres Orville Goodale sec  
Bainbridge Putnam county Fair Aug 2 to 6  
Cridger pres G W Starr treas A K Allison  
Bedford Bedford Fair Assn Sept 20 to 25  
McDaniel supt  
Belleville Fair Assn Sept 27 to Oct 1  
Clamor Pelzer pres S W Taylor sec  
Boswell Warren Agr society Sept 7 to 10 Henry  
Robertson pres H W Dimmick treas W B  
Merritt sec  
Bourbon Bourbon Fair Oct 5 to 8 J W Eldon  
sec  
Bremer Bremen Fair Sept 22 to 25 John Hu  
pres L D Seller treas Henry H Miller sec  
Bridgeport Bridgeport Fair Assn Aug 23 to 4  
Lee Overpeck pres F R Miller sec  
Cayuga Cayuga Fair Assn Sept 20 to 24 J  
Gronkdyke sec  
Cheney Cheney county Agr society Aug 1  
to Sept 4 J C Haines pres P C Polly sec  
Clay City Race meeting July 2 and 3 Fair  
Sept 6 to 11 W H Guilt pres W Duncan sec  
Colfax Bremer Harrison county Fair Aug 3 to 7  
to 21 Ed Redman sec No Fair this year  
Corydon Harrison county Agr Society Aug 1  
to 27 Henry Wright sec  
Covington W & F Agr assn Sept 14 to 17  
sec  
Crawfordsville Montgomery county Agr assn  
Sept 6 to 10 W Morgan sec  
Crownsville Lake county Fair Sept 7 to 10  
A Bibler sec  
East Enterprise Switzerland and Ohio Agr So  
ciety Sept 7 to 10 Wm H Madison sec  
Elwood Aug 30 to Sept 3 W E Evans sec  
Eunice Euclid State Fair Dan S Rogan pre  
K Lakin sec  
Flora Carroll county Fair Assn Sept 20 to 25  
W E Callane sec  
Fort Wayne Fort Wayne Driving Club Aug 1  
to 13 H C Rockhill sec  
Frankfort Clinton county Agr society Aug 1  
to 27 James A Hedgcock pres C R Spence  
supt M B Belnap sec Geo Weaver genl  
supt  
Franklin Johnson county Agricultural Horti  
cultural and Park Assn Aug 31 to Sept 4 S  
H. Brown pres  
Greenfield Hancock county Agr society Aug  
27 to Chas Donovan pres Elbert Tyner sec  
Hagerstown Wayne county Agr Society Aug  
9 to 14 F H Baldridge sec  
Hammond Dubois County Fair assn Sept 18  
to 18 E W Pickhardt pres Daniel Rent  
zohler sec  
Indianapolis Indiana State Fair Sept 13 to  
Oct 10  
Kendallville Eastern Indiana Agr assn Sec  
27 to Oct 1 N B Newman pres John Mitche  
treas J S Conglose sec  
Keeland Adams county Fair Assn Aug 30  
to Sept 1 H A Strohm sec  
Knox Starke county Fair Sept 13 to 18 A  
Cates sec  
Kokomo Howard county Fair Sept 6 to 10  
J. Thompson sec  
Lafayette Tippecanoe county Fair Aug 30  
to Sept 3 W M Blackstock sec  
LaPorte LaPorte county Fair Sept 21 to  
24 Vene Dorland sec  
Lawrenceburg Lawrenceburg Agr society Au  
g 28 to Harry Nowlen sec  
Lebanon Boone county Agr assn Aug 16 to  
18 J. B. Sullivan pres J. B. Stet sec  
Liberty Union county Fair Assn Sept 6 to  
10 H F McMahon sec

Linton Greene county Fair Sept 13 to 18 J  
 cob Berne sec  
 Madison Jefferson county Agr Society Aug 1  
 to 13 Thos Graham Jr sec  
 Madison Jefferson county Agr Society Sept 13 to 1  
 G Dick pen pres H G Hamaker sec  
 Middletown Henry county Fair Aug 3 to 7 A  
 A Wisheart sec  
 Muncie Adams county Fair Aug 23 to 28 M  
 S Claycock sec  
 New Carlisle Farmers' Union Fair Assn Oct  
 7 to A H Compton sec  
 New Richmond county Fair Aug 16 to 21 A  
 O Mendemall sec  
 Newport Western Indiana race track and Fair  
 Assn Sept 27 to Oct 2 C M Ward pres J  
 A Wagoner sec  
 Northwestern Indiana Fair Circuit W A Bank  
 pres Laporte A A Bibler sec Crown Point  
 North Vernon North Vernon Fair Assn Aug  
 13 to 15 W F Dargatzis sec  
 Oakland Oakland City Fair Assn Aug 23 to 2  
 W M Cockrum pres W R Harris sec  
 Paoli Paoli Fair Sept 8 to 11 A W Brune  
 pres W F Dargatzis sec  
 Petersburg No Fair in 1897  
 Plymouth Marshall county Fair Aug 31 to Sept  
 3 S N Stevens sec  
 Poplar Grove Poplar Grove District Fair Sept  
 3 to 5 W F James pres A D Wood sec  
 Address Carroll Ind  
 Portland Jay county A H & I Joint Stock C  
 Sept 27 to Oct 1 A A Graves sec  
 Princeton Princeton Fair Sept 6 to 11 J  
 Johnson pres S V Straine sec  
 Remington Remington Fair Assn Aug 24 to 2  
 W A Johnson pres  
 Riley Riley county society Sept 13 to 17 G H  
 Butler pres Wm Clark sec and treas  
 Rochester Fulton county Fair Assn Sept 29 to  
 Oct 2 Ed Mercer sec  
 Rockport Adams county Fair Assn Aug 24 to  
 28 B F Bridges pres C M Partridge sec  
 Rushville Rush county Fair Assn Aug 31 to  
 Sept 3 W L King sec W O Wallon pres  
 Salisbury Salisbury Fair Aug 31 to Sept 3  
 C H Hobbs pres A Lanning treas E W  
 Menasha sec T M London general sup  
 Shelbyville Shelby county Fair Sept 7 to 1  
 Oren sec  
 Sheridan Hamilton county Fair Aug 9 to 12  
 John S Kircheval pres W W Cowgill sec  
 South Bend St Joseph county Fair Sept 27 to  
 Oct 1 Oren sec  
 Swayzee Swayzee Tri-County Agl Society Aug  
 17 to 20 G W McManaman pres E C King sec  
 Terre Haute 33rd annual Aug 30 to Sept 3 W  
 Leachman pres W L Duncan sec  
 Tippecanoe Tippecanoe Fair Assn Sept 20 to 25  
 Foster sec  
 Valparaiso Porter county Fair Sept 14 to 1  
 to S Beach sec W C Leberman speed ring  
 Valparaiso Knox county Fair Sept 27 to Oct  
 2 Isaac Lyons pres John Burke sec  
 Warren Warren tri-county Fair Sept 7 to 1  
 to S C Roush pres Geo F Morgan treas G M  
 Oren sec  
 West Lebanon Warren county Fair Sept 23 to  
 24 Wm Goodwin pres M A Judy sec

### IOWA.

Adel Dallas county Fair Aug 30 to Sept 3  
 W Russell pres M A Lochr sec  
 Afton Union county Fair Sept 28 to Oct 1 O  
 H Adams pres  
 Algona Kossuth county Fair Sept 28 to Oct 1  
 J W Wadsworth pres E B Butler sec  
 Allison Butler county Fair Sept 7 to 9 H  
 Brown pres  
 Alta Buena Vista county Fair Aug 25 to 27  
 M Adams pres C E Cameron sec  
 Anamosa Anamosa District Fair Aug 17 to 2  
 E R Moore sec D B Segworth pres  
 Ansonia Ansonia county Fair Aug 24 to 2  
 R N Hibbard sec  
 Atlantic Cass county Fair Aug 30 to Sept 3  
 S W Straight sec  
 Audubon Audubon county Fair Sept 6 to 1  
 Robt Henderson pres C A Marlin sec  
 Bedford Taylor county Fair Sept 1 to 3 W  
 Evans pres L H Pierce sec  
 Big Lake Big Lake Assn Aug 30 to Sept  
 3 W J Guinn pres J C Milner sec J M Moo  
 advertising agent  
 Bloomfield Davis county Fair Aug 24 to 27  
 T Sagle pres  
 Boone Boone district Fair Aug 3 to 5 Joh  
 Keating pres John Birmingham sec  
 Briscot Adams Cass and Montgomery Fair Oc  
 4 to 6 T H Hall pres T B Calkins sec  
 Britton Hancock county Fair Sept 14 to 16 M  
 Saff pres Thos A Way sec  
 Carroll Carroll county Fair and Driving Pa  
 assn Aug 17 to 20 H A Junod sec A L Wrig  
 Cascade Cascade Driving Park and Fair Groun  
 assn Aug 30 to Sept 3 W A Fairburn pres  
 Chas L Kay treas J H Klinker sec  
 Central Central Appanoose county Fair J T Co  
 nor sec  
 Central City Wapsie Valley Fair Aug 31 to  
 3 T P Bowditch pres Fred McLeod treas E  
 S Smith sec  
 Charleston Lucas county Fair Sept 28 to Oct 1  
 J Stewart pres W M Householder sec  
 Charles City Floyd county Fair Sept 14 to 1  
 Oren sec  
 Clarion Wright county Fair Sept 21 to 24  
 C Brown sec  
 Clarinda Page county Fair Aug 31 to Sept  
 3 M Moore pres J W Lundy sec  
 Columbus City Columbus Junction District Fair  
 Aug 24 to 27 W H Letts pres R S Johnston sec  
 Corning Adams county Fair Sept 20 to 23  
 M Moore pres E J Miner treas H E We  
 trop sec  
 Corydon Wayne county Fair Sept 6 to 10 J  
 Davison pres H K Evans sec  
 Council Howard county Fair Sept 7 to 11 C  
 Nicholson pres Webster sec  
 Danbury Danbury District Fair Sept 2 to 4  
 I Santee sec  
 Davenport Davenport Fair and Expo Sept 6 to  
 10 P McManis pres  
 Decorah Winneshiek county Fair Aug 31 to  
 Sept 3 H S Coffeen sec

Denison Crawford county Fair Sept 1 to 4 S L  
Greek pres C F Casaday sec  
Des Moines Ia Iowa State Agr Society Sept 10 to 15  
18 W W Field pres Odebold P L Fowler sec  
DeWitt Clinton county Agr society Sept 14 to 15  
17 Geo D Staggs pres C Christiansen sec L S  
Hartman  
Donnellson Lee county Fair Sept 14 to 17 E L  
Armknacht sec John Hoffner pres  
Eldora Hardin county Fair Aug 31 to Sept 3 H  
J Carter pres J W Reisen sec  
Elm Grove Elkhart county Fair Sept 7 to 10  
10 W C Grogg pres H R Baker sec  
Emmetsburg Palo Alto county Fair Sept 1 to 3  
Dr J C Davies pres Lewis Snickner sec  
Fairfield Adams County Fair Sept 14 to 27  
Henry M Shank pres E H Kucherooher sec  
Fairfield Jefferson county Fair Aug 31 to Sept 3  
2 S K West pres L J Marcy sec  
Forest City Winnebago county Fair Aug 31 to Sept 3  
P F Kotske pres H M Hanson sec  
Guthrie Adams County Fair Sept 7 to 10 E L  
Est Punk pres W W Freeman sec  
Grinnell Powsheick County Aug 17 to 19 Dr  
R W Clark pres J R Van Evers sec  
Harrison Adams County Fair Sept 7 to 10  
Fred J Frost pres C W Reynolds sec  
Guthrie Centre Guthrie county Fair Oct 4 to 6  
P D Hogue pres W H Cahal sec  
Harpersburg Adams County Fair Sept 7 to 10  
David Muir pres David Vought sec  
Harian Shelby County Fair assn Aug 24 to 27  
L H Pickard pres W T Shepherd sec  
Humboldt Humboldt county Fair Sept 6 to 9 J  
Weinert pres W H Hutton sec  
Humboldt Humboldt county Fair Sept 27 to 29  
A A McKittick pres A M Adams sec  
Ida Grove Ida county Fair Sept 22 to 23 Hon  
J E Ellis pres J C Hart sec  
Independence Buchanan county Fair Sept 7 to 10  
10 L J Dunlap pres A H Farwell sec  
Indiana Warren county Fair Sept 13 to 16  
Indiana Johnson county Fair Aug 24 to 26  
1 C Schrader pres A W Bradley sec  
Jefferson Green county Agr Fair D L Howard  
Geo Quana Van Buren county Fair Aug 25 to 27  
K O C Duffield pres W E Davis sec  
Knoxville Marion county Fair Aug 24 to 27  
W H Ellis pres J C Hart sec  
Lenox Lenox District Fair Sept 28 to Oct 1  
F Brown pres M F McEniry sec  
Lineville Lineville District fair assn Sept 21 to 23  
14 W Wagon pres J C Hart sec  
Malcom Powsheick Central Fair Aug 24 to 27  
M H Meiger pres James Nowak sec  
Malvern Mills county Fair Sept 21 to 23 J M  
Kilne pres J Wain sec  
Marion Adams County Fair Aug 31 to Sept 3  
Sept 3 W D Hogan pres B E Miles sec  
Mapleton Maple Valley Fair assn Aug 30 to Sept 2  
2 John Carhart pres J E Jerome sec  
Marion Adams County Fair Aug 27 to 30  
Hon A Hurst pres Adam Kingip sec  
Marcus Cherokee county Fair Sept 1 to 3 H  
M Ferrin pres H B Robeson sec  
Aargers Adams County Fair Sept 21 to 23 Ellis  
Harris pres D M Rowland sec  
Mason City Cerro Gordo county Agr Society  
Sept 13 to 16 John D Glass pres Wm Letts  
Mechanicsville District Fair Aug 24 to 27 J  
Mershon sec  
Milton Mitchell Fair Aug 31 to Sept 3  
2 W C Ellis pres E C Hill sec  
Monticello Jones county Fair Aug 24 to 27 E  
E Hicks pres C B Bishop sec  
Mount Airy Ringgold county Fair Sept 7 to 10 J  
W Scott pres Clyde Dunning sec  
New Sharon Adams County Fair Sept 1 to 3  
3 G W Bigelow pres P Malcom sec  
New Sharon New Sharon District Fair Sept 21 to 23  
2 Sidney Harner pres Chas Freigh sec  
New Sharon Adams County Fair Sept 6 to 10 S G  
Russell sec H D Parsons pres  
National Clayton county Fair Sept 7 to 10 John  
E Carlett pres F M Adams sec  
Newburg Adams County Fair Aug 24 to 26 Frank  
H Greenwald sec  
Northwood Worth county Fair Sept 8 to 10  
Nels Thoreson pres Bert Hamilton sec  
Oden Adams County Fair Sept 1 to 3 W J  
Summerville pres W N Oursler sec  
Ogden Boone county Fair Sept 21 to 24 S T  
Steelsmith pres J H Eade sec  
Orange City Sioux county Fair Sept 22 to 24  
E Lohr sec  
Osage Mitchell county Fair Sept 24 to 26 W D  
Eaton pres W C Mossa sec  
Oskoschoosh Chaska county Fair Sept 6 to 9  
O W Frine pres J C Hangle sec  
Otumowa Wapello county Fair Aug 16 to 19  
Ben S Benson sec  
Oxford Oxford District Fair James Sherlock  
Pella Lake Prairie District Fair Sept 28 to Oct 1  
John DeCook pres Chas Porter sec  
Perry Perry District Fair Sept 27 to 30 Allen  
Rhodes Adams County Fair Sept 21 to 23  
23 W A Nichols pres Thomas Watts sec  
Rockwell City No Fair in 18 7  
Rockwell No Fair in 18 7  
Sac City Sac county Fair Sept 7 to 10 Frank  
E Briggs sec  
Salem Salem and Hillsboro District Fair  
Sept 21 to 23 Joe Adams pres Amos Berry sec  
Seymour Seymour District Agr Society Sept 1  
to 17 J T Lowry pres R E Lowry sec  
Shelby Shelby District Fair Sept 17 to 19 Roy  
Hinn pres H H Kapp sec  
Sibley Osceola county Fair Sept 14 to 16 T  
Redmond sec  
Strawberry Point Strawberry Point District  
Fair Aug 24 to 27 J C Finnikien pres H W  
Siefel sec  
Sutherland O'Brien county Fair Sept 1 to 3 W  
H Hitchings pres L J Price sec  
Tipton Tipton Fair assn Aug 31 to Sept 3 J  
Harris pres  
Toledo Tama county Fair Sept 28 to Oct 1  
G Malin pres A G Smith sec

Traer West District Fair Aug 31 to Sept 2  
West pres J B Dennis sec  
Victor Victor District Fair Sept 6 to 8 D  
Connelly pres T S Allison sec  
Villicsa Villicsa Union Fair Sept 6 to 9 D V  
Jackson pres F L Ingalls sec  
Wentworth Wentworth County Fair Sept 7 to 10 J  
Hite pres L A Mitchell sec  
Wavello Louisa Co Agr Socy Sept 7 to 10 J  
W McKay sec  
Washington Washington County Fair Aug 30 to  
Sept 2 C R Wells pres J D Glasgow sec  
Waukon Allamakee Co Agl Society Sept 14 to 16  
C M Beumay pres E Baxter vice pres J  
Guffy Wm H Rogers sec  
Webster City Hamilton county Fair Sept 7 to 10  
J W Adams pres I M Greenwood sec  
West Branch Cedar county Fair Aug 18 to 20  
West Liberty West Liberty Fair Sept 6 to 10  
West Whiteacre pres W H Shideman sec  
West Point West Point District Fair Sept 28 to 30  
Clifty John W Hart pres  
Union Union Arlington Agr society Aug 31 to  
Sept 3 G D Darnall pres L L Parr sec  
What Cheer What Cheer District Fair assn  
Sep 28 to Oct 1 Geo A Legoe sec  
Wilson Junction The Wilton Fair Sept 2 to 3  
J M Rider sec  
Winfield Eastern Iowa District Fair Aug 31 to 3  
Nov 2 Ross Russell pres E C Hinkle sec  
Winterport Madison county Fair Sept 28 to Oct 1  
W A Forbes pres C A Lee sec

**KANSAS.**

Burlington Coffee county Fair Sept 13 to 17  
J Armstrong pres M E Grimes treas J W  
Woodford sec  
Clay Centre Clay county Fair D H Myers pres  
Wendy Puckey sec  
Fredonia Fredonia Agr Society Aug 24 to 27  
J T Cooper sec  
Garnett Anderson county Fair Assn Aug 31 to  
Sept 3 J W Garrison pres Geo Patton sec  
Helen Brown county Fair G Johnson  
pres Grant W Harrington sec  
Iola Allen county Agr society Sept 8 to 11  
L Taylor pres Lute L Northrup treas H H  
Pugh sec  
Olathe Johnson county Fair Aug 24 to 27 W  
Pugh sec  
Ottawa Franklin county Fair Sept 20 to 23  
Chas H Ridgeway sec  
Paola Miami county Agr society Sept 26 to Oct 1  
J F Bradbury pres P L Ware treas W  
Carpenter sec  
Seneca No Fair in 1967  
Winfield The Cowley county Fair and Driving  
Park Assn Sept 14 to 17 F W Schwantes  
pres P H Albright treas W S Kennedy sec

## KENTUCKY

Alexandria Campbell county Agr Society Aug 24  
24 to 28 M F White pres J Wright sec  
Bardstown Bardstown Fair Assn Aug 17 to 20  
Bowling Green Warren county Fair Assn Sept 1  
J 1889 J 1889 J 1889 J 1889 J 1889 J 1889  
Danville Danville Fair Assn Aug 3 to 7  
Cecil pres Saml Lyons sec  
Elizabethtown Elizabethtown Fair Assn Aug 2  
Elkland Elkland Fair Assn Aug 2 to 7  
W T Rapier pres Cardsville R T Smith sec Sorgho  
Germantown Germantown Fair Assn Sept 1 to 4  
D M J 1889 J 1889 J 1889 J 1889 J 1889 J 1889  
Greenville Muhlenberg county Fair Assn Oct 1  
to 16 Dr T J Slayton pres W L Phillips sec  
Hartford Ohio county Fair Sept 30 to oct 2  
T L Griffin pres W G Hardwick sec  
Lawrence Lawrence county Fair July 16 to 17  
John M Farra sec  
Lawrenceburg Lawrenceburg Fair Aug 17 to 20  
J W Gaines sec  
Lexington Lexington Fair Assn Aug 10 to 13  
S Sam T Spaulding sec  
Madisonville Hopkins county Fair Aug 25 to 28  
J B Atkinson director in chief C C Givens sec  
Owensboro Davies county Fair Assn Oct 5 to 9  
Paducah Paducah Fair and Expo Assn Sept 7  
to 10 Kircaldy sec 6 James M Lang pres  
Alex Rice pres  
Perryville Perryville Fair Assn Aug 17 to 20  
Richmond Madison County Fair assn July 20  
to 25 S A Deatherage sec  
Shelbyville Shelby County Agr and Mecassn Aug 24  
to 28 J M Logan pres J Doolan pres Shannon Reid  
pres  
Shepherdsville Bullitt county Fair Assn Aug 24  
to 27 Wm Simmons pres N T Morrow sec  
Uniontown Union county Fair Oct 5 to 9 J W  
Proctor pres  
Versailles No Fair in 1887  
Williamsburg Whitley County Fair assn Sept 1  
to 3 Walker Mason pres Nick Daniel sec

**MAINE.**

Belgrade Eastern Maine State Agr Society      Ma  
 Hubbard Park Aug 30 to Sept 3  
 Belfast Farmers Agr Society      Sept 21 to 22  
 Blue Hill Hancock county Agr Society      Mountai  
 n Park Sept 21 to 23  
 Bowdoin Farmers and Mechanics Club      Sept 23  
 and 24 25 26 27 28 29 30 1st and 2nd Webb sec  
 Buxton Buxton and Hollis Agr Society      Aug 31  
 to Sept 2  
 Cornish Ossipee Valley Union Agr Assn      Aug  
 24 to 26  
 Damariscotta Lincoln county Agr Society      Oct  
 5 to 7  
 East Eddington East Eddington Farmers Club  
 Sept 15 and 16  
 Ellsworth Hancock county Fair Assn      Sept 6  
 to 10  
 Farmington Franklin county Agr Society      Sept  
 14 to 16  
 Gorham Cumberland county Agr Society      Nar  
 rangueett Park Sept 7 to 9  
 Gray Gray Park Assn Aug 24 to 26      Wm P  
 Haskell pres      Wm Wrennes  
 Harrison Northern Cumberland Agr Society      P  
 21 to 22 and 23  
 Hartsville Somerset Agr society      Sept 7 to 9  
 P. W. Thompson pres      S. H. Goodwin sec

# THE BILLBOARD

Lewiston State Agr Society Aug 30 to Sept 3  
 Monroe Waldo and Penobscot Agr Society Sept  
 14 to 16  
 Pembroke Washington county Agr Society  
 Sept 15 and 16  
 Portland New England Fair Aug 16 to 21  
 H Appleton pres Peabody E T Rowell sec  
 Lowell  
 Readfield Kennebec county Agr Society Sept  
 7 to 9  
 Unity North Waldo Agr Assn Unity Trotting  
 Park Sept 29 and 30  
 West Cumberland Cumberland Farmers Club  
 Fair Sept 28 and 29

**MARYLAND**

Easton Talbot county Fair Aug 31 to Sept 1  
 Jos R Harrington pres Martin M Higgins sec  
 Frederick City The Frederick Fair Oct 19 to 21  
 Harry C Keefer sec  
 Hagerstown Oct 12 to 15  
 Rockville Montgomery co Fair Aug 31 to Sept 1  
 2 John E Muncaster secy Norbeck  
 Timonium Maryland State Fair in conjunction  
 with Baltimore county Fair Sept 14 to 17 H C  
 Longnecker sec Towson Md  
 Upper Marlboro Aug 17 to 20

**MASSACHUSETTS**

Amesbury Amesbury and Salisbury Agr society  
 Fair Sept 28 to 30 A H Fielden sec C W  
 Woods pres Newbury  
 Amherst Hampshire county Fair Sept 28 and 29  
 J H French sec C W Smith pres Sun  
 derland  
 Athol Worcester Northwest Fair Oct 5 and 6  
 J H Humphrey sec B W Spooner pres  
 Barre Franklin county Fair Sept 28 and 29  
 Sept 2 H M Hutchins sec John Simpkins pres  
 Yarmouth  
 Barnstable county West Sept 30 and Oct 1  
 Matthew Walker sec Geo Minter pres Har-  
 wick  
 Blandford Union county Fair Sept 15 to 17  
 W Huse sec Geo Emmons pres  
 Boston Massachusetts Horticultural Fair Sept 30  
 and Oct 1 Robert Manning sec Francis B  
 Appleton pres Peabody  
 Bridgewater Middlesex county Fair Sept 15 to 17  
 Sept 16 Geo M Hooper sec I N Nutter pres  
 Brocton Brocton Fair Oct 6 to 9 Hon H W Rob-  
 inson pres E M Thompson treas Ira Cooper  
 sec  
 Charlestown Deerfield Valley Fair Sept 16 and 17  
 Sept 15 W Hawkes sec C H Leavitt pres  
 Cummington Hillsdale Fair Sept 26 and 29 W  
 G Clark sec S W Clark pres  
 Fitchburg Worcester North Fair Sept 21 and 22

22 John H White sec Lunenburg J L Harrington  
23 George W Houghton sec Middlesex South Fair Sept 14 and  
16 Geo C Blades sec S Framingham Geo L  
Whitney pres  
24 George Houghton Housatonic county Fair Sept  
29 and 30 Frank H Briggs sec C A Benedict  
pres Egremont  
Greenfield Franklin county Fair Sept 23 and  
24 George W Houghton sec A S Smith pres Colrain  
Hingham Hingham county Fair Sept 28 and 29  
Wm H Thomas sec E L Ripley pres  
Lancaster Worcester East Sept 16 and 17 W A  
McKinnon sec South Lancaster John E Thayer  
pres  
Lowell Middlesex North Sept 16 to 18 E T  
Rowell sec A C Verrum pres  
Marshfield Middlesex North Fair Aug 25 to  
27 Francis Collamore sec North Pembroke  
Walter Hall pres  
Middlesex Highland county Fair Sept 8 and  
9 John T Burt sec Jonathan McElwain pres  
Nantucket Nantucket Agr society Sept 1 and 2  
J F Murphy sec Thos G Macy pres  
North Attleborough Manufacturers Agr Fair  
Aug 31 and Sept 1 Wm H Pond sec W H Riley  
pres  
North Adams Hoosac Valley Fair Sept 22 and 23  
and 24 Wm H Houghton sec  
Northampton Hampshire Franklin and Hampden  
Fairs Oct 6 and 7 S S Warner sec H C  
Comins pres Hadley  
Oxford Middlesex Sept 21 and 22 W H  
Thurston sec J W Stockwell pres Sutton  
Palmer Eastern Hampden Fair Sept 21 and 22  
F D Barton sec A D Norcross sec Monson  
Peabody Essex Fair Sept 21 to 23 Francis H  
Appleton sec Chas S Sargent pres Brookline  
Pittsfield Berkshire Fair Sept 14 to 16 Chas H  
Bright sec F A Palmer pres Stockbridge  
Pittsfield Berkshire Fair Sept 21 to 23  
H Wilbur Dyer sec B F Poole pres Rockland  
Spencer Spencer Fair Sept 23 and 24 F B Wat-  
son sec J C Collins pres  
Springfield Worcester South Sept 16 and 17  
and 18 F V Corey sec A B Chamberlain pres  
Tewksbury Worcester East Sept 21 to 23 Gertrude  
Williams sec W C Baylus pres  
Uxbridge Blackstone Valley Fair Sept 26 and  
29 Augustus Stone sec Saml B Taft pres  
Waltham Middlesex Sept 21 to 23  
and 24 B T Hillman sec Edgartown H G Mor-  
ton pres  
Worcester Massachusetts State Grange Fair  
Aug 25 to Sept 1 John B Bowker sec W C  
Jewell pres

**MICHIGAN.**

Allegan Allegan county Agr Society Sept 28 to  
Oct 1 Chas Miner pres T S Updyke sec  
Ann Arbor Washtenaw county Fair Assn Sept  
28 to Oct 1 E E Heland pres R C McAllister  
sec  
Bad Axe Huron county Agr Society John J  
Murlock pres A L Wright sec  
Caledonia Caledonia Union Fair Oct 6 to 8  
Chas H Kimes, sec  
Coldwater Branch county Fair Assn Sept 21 to  
24 J Aldrich sec  
Coopersville Sept 21 to 24 C DeVos sec  
Caro Caro District Agr Assn Sept 28 to Oct 1  
Chas Montague pres F B Kainsford sec  
Dowagiac Dowagiac Union Fair Sept 28 to  
Oct 1

Grand Rapids Michigan State Agr Society Sept 6 to 11 Wm Ball pres Hamburg H S Francis sec

Grand Rapids Kent county Agr Assn Sept 11 to 12 Greenley sec

Hadley Hadley District Agr and Hort Soc Sept 28 to 30 F A Smith sec

Hastings Barry county Industrial Fair Sept 2 to Oct 1 A F Fyfe pres Irving R M Bates sec

Hillsdale Annual Hillsdale Fair Sept 26 to Oct 1 Wm J Terwilliger pres

Jonas Ionia Dist Fair Assn Luther E Hall pres V M Peck treas Chas A Cornell sec

Logansport county Agr Society Sept 10 to 11 W S Goodland pres C E Hawk sec

Litchfield Fair for 1897 doubtful L B Agard sec

Muskegon Muskegon county Fair Sept 7 to 10 J B Smith pres J A Fleming sec

Oswosso No Fair in 1897 E O Dewey sec

Plymouth Plymouth Fair Assn Sept 14 to 17 sec

Traverse City Grand Traverse county Agr and Hort Ind Society Sept 21 to 24 John White pres

Solon E O Ladd sec

**MINNESOTA**

Ada Norman county Agr society Louis Hintz  
sec

Aitken Aitken county Agr and Stock Breeders  
assn W B Marr sec

Albert Lea Minnesota State Butter and Cheese  
Makers' assn John A Turnbull sec Wells

Albert Lea Freeborn county Agr society G N  
Hopkins sec

Alexandria Douglass county Agr Society Sept  
25 to 27 W I Jordan sec

Austin Mower county Agr society N S Gordon  
sec

Barnum Carlton county Agr society W H Noyes  
sec

Benson Swift county Agr society J W Clark sec

Bird Island Renville county Agr society I S  
Gerald sec

Blue Earth City Fairbault county Agr society  
Oscar W Whitfield sec

Caledonia Houston county Agr society E P  
Dorival sec

Cambridge Isanti county Agr Society Sept 22  
and 23 W H Damber sec

Carver Carver county Agr society W H Noyes  
sec

Chaska Chaska Agr Assn Sept 23 to 25 V J  
Greiner sec

Crookston Northern Minnesota Agr and Driv-  
ing assn I V E Wyatt sec

**MISSOURI.**

Belton Belton Fair assn Aug 17 to 20 W  
Hill sec  
Cape Girardeau Southeastern District Agr Soc  
16 E H Engelmann sec  
Carrollton Carroll County Fair assn Aug 24 to  
27 R P Queen sec  
Chillicothe Chillicothe Fair Assn Sept 7 to 9  
John W Graves pres A S Shour sec  
Dexter The Stoddard County Agr Society Aug  
24 to 29 A A Joendt pres C D Bailey sec  
Edina Knox county A & M Assn Aug 24 to 26  
J H Summitt pres J J Jack sec  
Fulton Callaway county A & M Society Sept  
10 to 15 Watson pres J R Penn sec  
Harris Harris District Fair Assn Aug 23 to 25  
J H Wiley pres Dr H H Summitt sec  
Holden Holden Fair Aug 10 to 13 Thomas  
Kennedy sec  
Knox Clark county A & M Assn Aug 31 to  
Sept 2 W Boukare pres John Vandolfe sec  
La Plata La Plata Fair Assn Aug 31 to Sept 2  
A S Ray pres G B Easley sec  
J H Summitt Jackson county Fair Assn Sept  
28 to Oct 1 E M Patton sec  
Maitland Nodaway Valley Fair Assn Aug  
17 to 20 Ed L Hart sec  
Mexico Mexico Fair Assn Aug 10 to 14 S  
Cook pres Theodore Williams sec  
Milan Sullivan county Fair Sept 8 & 10 James  
Sterling pres Cory B Long sec Wm McClan  
Morgan sec  
Platte City The Platte county A M & S Assn D  
A Chesnut pres Wm Forman sec  
Rich Hill Rich Hill Fair assn Aug 17 to 20 S  
Trotter sec  
Rockport Rockport Fair Assn Sept 14 to 17 J  
W Young sec  
St Joseph St Joseph Fair Assn Aug 23 to 25  
S J Pugh sec  
St Louis St Louis fair assn Oct 4 to 9 Robert  
Aull vice-president and genl manager Jos A  
McNary sec  
Trenton Trenton Fair Sept 14 to 17 P H  
Yakey sec  
Springfield Springfield fair Assn Sept 6 to 8  
Trenton sec  
Washington Franklin County A & M Assn Sept  
8 to 11 Louis F Puc sec

**NEBRASKA.**

Ainsworth Brown county Sept 30 to Oct 2 D D  
Carpenter pres C F Barnes sec  
Auburn Nemaha county Sept 28 to Oct 1 Wm  
Watson pres C F Neal sec  
Aurora Hamilton county Sept 14 to 17 T A Mc  
Arthur pres L W Shumser sec  
Bassett Rock county Agr society Sept 23 and 24  
J H Putnam pres W T Phillips sec  
Beaver City Furnas county Sept 28 to Oct 1 O  
Barnes pres L W Shumser sec  
Bertrand Phelps county Fair assn Oct 5 to 8 C  
C Gibbons pres J F Wolfe sec  
Blair Washington county Agr society Sept 14 to  
16 J C Jones pres  
Broken Bow Custer county Sept 28 to Oct 1 L  
H Jewett pres E R Purcell sec  
Central City Merrick county Agr society Sept  
14 to 16 C D Conington sec  
Chadron Dawes county Agr society Sept 9 to 11  
W W Wilson pres Wm Wilson treas B F Pit  
man sec Chas Mann general assn  
Clay County Fair Assn Sept 28 to Oct 1 J  
B W Campbell pres J J Gardiner treas L F  
Frvac sec B H Dunn general assn  
Columbus Platte county Sept 29 to Oct 1 L H  
Harrison pres J Beecher sec  
Culbertson Taylor county Agr society Sept  
13 to 15 W Z Hatch sec  
David City Butler county Sept 21 to 24 E Holes  
treas C G Hall sec  
Elmwood Elmwood Agr assn Sept 7 to 10 H  
G Beardslee sec  
Elwood Gosper county Fair assn Sept 8 to 11  
W T Parkinson pres A M White sec  
Fairbury Jefferson county Sept 7 to 10 J Hely  
vick pres W W Watson sec  
Franklin Franklin county Sept 28 to 30 H M  
Warriner pres A Blackledge sec  
Freemont Dodge county Sept 28 to 30 W H Mead  
pres W H Haven sec  
Geneva Fillmore county Agr assn Sept 7 to 10  
J D Hamilton sec  
Gering Scotts Bluff county Fair assn F D  
Walk sec  
Grand Island Hall county Fair Sept 28 to Oct 1  
W H Harrison pres D H Vantine sec  
Greene Centre Greeley county Fair assn P  
Kerrigan sec  
Hartington Cedar county Sept 15 to 17 A R  
Gable pres Z M Baird sec  
Harrison Sioux county Agr society E E Liver  
more pres W F Davis sec  
Indianola Red Willow county Sept 14 to 17 W  
S Fitch pres McCook W A McCord sec  
Kearney Buffalo county Sept 14 to 17 E J Hub  
bard pres  
Lincoln Lancaster county Agr society Oct 5 to  
8 O W Webster pres H C Young sec  
Loup City Sherman county Agr assn Sept 13  
to 15 L D Drake pres W R Mellor sec  
Madison Madison county Sept 28 to Oct 1 A  
McGhees pres A C Tyne sec  
Madrid No Fair in 1897  
Minden Kearney county Sept 7 to 10 L M Cope  
land pres W F Davis sec  
Neligh Neligh Fair assn Wm Campbell sec  
Nelson Nuckells county Agr assn Sept 13 to 16  
G Bradley sec  
Omaha State Fair Sept 17 to 24  
Milton Doolittle pres North Platte Robt W  
Furnas sec Brownville  
Orleans Harlan county Agr society Sept 13 to  
15 M H Holdrege pres D R Waggoner  
goner sec Stamford Neb  
Pawnee City Pawnee county Agr society Sept







# THE LATEST.

TO WHOM IT MAY CONCERN:

We have this day, May 22d, 1897, sold our Bill Posting and Advertising business to Siebe & Green. We wish to thank our patrons for past favors and we cheerfully recommend our patrons to Siebe & Green, the "Up-to-Date" Bill Posters and Painted Sign Advertisers, of San Francisco, Oakland and Alameda Co.

Yours very respectfully,

STILLWELL ADVERTISING CO.,

Per A. L. STILLWELL, Pres.

We Control OAKLAND and ALAMEDA COUNTY Exclusively.

26,000 Lineal Feet of Fencing.

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# SIEBE & GREEN,

Main Office, 11th and Market Sts., San Francisco.

Oakland, Cal., 461 7th St.



## Horse Shows.

Newport R.I. Newport Horse Show Assn Aug 23 to 28  
 Kansas City Mo. Third Annual Horse Show Sep 7 to 13  
 Kansas City Mo. Ashbrook sec 620 Wyandotte st

## Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31.  
 Winnipeg Man. Winnipeg Industrial Exhibition July 19 to 24. F.W. Henbach mgr  
 Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

## Races.

St Thomas N.D. July 2 to 3  
 Fort Erie Canada. Fort Erie Jockey Club June 29 to July 3 and 5  
 Peoria Ill. 1st meeting June 29 to July 2 and 3  
 meeting Aug 10 to 13. W.L. Slagel sec  
 Bradford Pa. June 29 to July 2  
 Detroit Mich. Highland Park. June 30 to July 3  
 Warren O. Oak Grove D.C. June 30 to July 3  
 Battle Creek Mich. June 30 to July 3  
 Omaha Neb. June 30 to July 3  
 Anacostia Mont. June 26 to July 24  
 Summer 10. July 2 to 3  
 Nashville Ia. July 2 to 3  
 Elk Point S.D. July 2 to 11  
 Toronto Kan. July 3 to 5  
 Little Pa. July 5 to 8  
 Fond du Lac Wis. July 2 to 5  
 Des Moines Ia. July 3 to 9  
 Youngstown O. July 2 to 7  
 St Marys Pa. July 4 to 7  
 Hartford Conn. July 5  
 Minto N.D. July 5 to 6  
 Fenimore Wis. July 5 to 6  
 Erie Pa. July 5 to 8  
 Peoria Ill. July 6 to 9  
 Portland Me. Righty July 6 to 9  
 La Salle Ill. July 6 to 9. C. Cummings sec  
 Medford Mass. (Com Fair) July 5 to 9  
 Waterbury Conn. July 6 to 9  
 Saginaw Mich. (Grand Circuit) July 6 to 9  
 Tiffin O. July 6 to 9  
 Windsor Ont. July 5 to 10  
 Brighton Beach. Nineteenth annual meeting of the Brighton Beach Racing Assn July 6 to 10  
 New Castle Pa. July 9 to 11  
 Fort Erie Canada. July 10 to 13  
 Petrolia Ont. July 10 to 15  
 Rockport O. July 10 to 16  
 Medford Mass. July 13 to 16  
 Mendota Ill. July 13 to 16. Geo H. Madden sec  
 Detroit Mich. G. Circuit. July 19 to 24  
 Ottumwa Ill. July 14 to 17  
 Winchester Ky. July 13 to 17  
 Sangus Mass. July 20 to 23  
 Wingham Ont. July 20 to 22  
 Providence R.I. July 20 to 23  
 Circleville O. July 20 to 23  
 Aurora Ill. July 20 to 23. C.C. Hackney sec  
 Akron O. July 21 to 23  
 Cleveland O. G. Circuit. July 26 to 31  
 Versailles Ky. July 20 to 24  
 Brantford Ont. July 27 to 29  
 Ottawa Ill. July 27 to 30. I. W. Hess sec  
 Quebec I. C. Quebec County Jockey Club Summer meeting July 26 to 31. Fall meeting Oct 4 to 13  
 Butte Mont. July 27 to Aug 28  
 Saratoga Springs N.Y. Saratoga assn July 28 to Aug 22  
 Providence R.I. July 27 to 30  
 McKees Pa. July 27 to 30  
 Quincy Ill. July 27 to 30  
 Richmond Ky. July 27 to 31  
 Salem O. July 29 to 30  
 Battle Creek Mich. July 30 to Aug 3  
 Tilsburg Ont. Aug 3 to 5  
 Griggsville Ill. Aug 3 to 6  
 Bainbridge Ind. Aug 2 to 6  
 Henry Ill. Aug 3 to 6. C.A. Camp sec  
 Middletown Ind. Aug 7 to 10  
 Youngstown O. Aug 4 to 6  
 Dover N.H. Aug 2 to 6  
 Columbus O. Grand Circuit. Aug 2 to 6  
 Boone Ia. Aug 3 to 5  
 Danville Ky. Aug 3 to 7  
 Joliet Ill. (Ingalls) Aug 3 to 7  
 Brighton Beach I. I. Brighton Beach assn First meeting July 26 to 28. Second meeting Aug 9 to 23  
 Concord N.H. Aug 9 to 13  
 Old Orchard Me. Aug 9 to 12  
 Rushville Ill. Aug 9 to 13  
 Hagerstown Ind. Aug 9 to 14  
 Welland Ont. Aug 10 to 13  
 Peoria Ill. Lake View. Aug 10 to 13  
 Hedrick Ia. Aug 10 to 13  
 Mexico Mo. Aug 10 to 13  
 Warren O. Oak Grove D.C. Aug 10 to 13  
 Webster City Ia. Aug 10 to 13  
 Lebanon Ky. Aug 10 to 14  
 Erie Pa. Aug 12 to 15  
 Ottumwa Ill. Aug 16 to 19  
 Portland Me. Righty. Aug 16 to 21  
 Macomb Ill. Aug 17 to 20  
 Canton O. Aug 17 to 20  
 Port Huron Mich. Aug 17 to 20  
 Loganport Ind. Aug 17 to 20  
 Rich Hill Mo. Aug 17 to 20  
 Carroll Ia. Aug 17 to 20  
 Medford Mass. Aug 17 to 20  
 Wellington O. Aug 18 to 20  
 Independence Ia. Aug 18 to 20  
 Glens Falls N.Y. Grand Circuit. Aug 18 to 20  
 Urbana O. Aug 18 to 20  
 Moberley Mo. Aug 17 to 20  
 Rutland Vt. Aug 17 to 20  
 Troy N.Y. Aug 17 to 21  
 Bardonia Ky. Aug 17 to 21  
 Grimsby Ont. Aug 18 to 19  
 McKees Rocks Pa. Aug 21 to 24  
 Ballston N.Y. Aug 23 to 26  
 Newcastle Ind. Aug 23 to 26  
 Syracuse N.Y. State Fair. Aug 23 to 27  
 Toledo O. Aug 23 to 27  
 Margaretville N.Y. Aug 23 to 28  
 Orangeville Ont. Aug 24 to 25  
 Newburg O. Aug 24 to 26

Alpena Mich. Aug 24 to 26  
 Arcadia Wis. Aug 24 to 27  
 Columbus Ia. Aug 24 to 27  
 Fredonia Kan. Aug 24 to 27  
 Rutland Vt. Aug 24 to 27  
 Woodstock Ill. Aug 24 to 27  
 White Sulphur Springs Aug 24 to 27  
 Belle Vernon Pa. Aug 24 to 27  
 Fairfax Ia. Aug 24 to 27  
 Harlam Ia. Aug 24 to 27  
 Groesbeek N.Y. Aug 24 to 27  
 Springfield O. Aug 24 to 27  
 Bellevue O. Aug 24 to 27  
 Carnegie Pa. Aug 24 to 27  
 Toledo O. Aug 24 to 27  
 Kittanning Pa. Aug 24 to 27  
 Readville Mass. Grand Circuit. Aug 24 to 28  
 Flint Mich. Aug 14 to 28  
 Fenimore Wis. Aug 25 to 27  
 Alta Ia. Aug 25 to 27  
 Lebanon Ind. Aug 13 to 26  
 Carrollton Mo. Aug 24 to 27  
 Toledo O. Aug 13 to 27  
 Greenfield Ind. Aug 23 to 27  
 Rutland Vt. Aug 17 to 19  
 Wausau Wis. Aug 30 to Sept 1  
 Terre Haute Ind. Aug 30 to Sept 3  
 Peoria Ill. Aug 31 to Sept 3  
 Naperville Ill. Aug 31 to Sept 3  
 Elwood Ind. Aug 30 to Sept 3  
 Hartford Conn. Grand Circuit. Aug 30 to Sept 3  
 Lewiston Me. Aug 30 to Sept 3  
 Johnstown Pa. Aug 31 to Sept 3  
 Mount Carroll Ill. Aug 31 to Sept 3  
 Cambridge N.Y. Aug 31 to Sept 3  
 Worcester Mass. Aug 31 to Sept 3  
 Varetstown Pa. Aug 31 to Sept 3  
 Chillicothe Mo. Aug 31 to Sept 3  
 Bushnell Ind. Aug 31 to Sept 3  
 Ashley Ind. Aug 31 to Sept 3  
 Eldora Mo. Aug 31 to Sept 3  
 East Liverpool O. Aug 31 to Sept 3  
 Warren O. Fair. Aug 31 to Sept 4  
 Burlington Vt. Aug 31 to Sept 3  
 La Salle Ill. July 6 to 9. C. Cummings sec  
 Medford Mass. (Com Fair) July 5 to 9  
 Waterbury Conn. July 6 to 9  
 Saginaw Mich. (Grand Circuit) July 6 to 9  
 Tiffin O. July 6 to 9  
 Windsor Ont. July 5 to 10  
 Brighton Beach. Nineteenth annual meeting of the Brighton Beach Racing Assn July 6 to 10  
 New Castle Pa. July 9 to 11  
 Fort Erie Canada. July 10 to 13  
 Petrolia Ont. July 10 to 15  
 Rockport O. July 10 to 16  
 Medford Mass. July 13 to 16  
 Mendota Ill. July 13 to 16. Geo H. Madden sec  
 Detroit Mich. G. Circuit. July 19 to 24  
 Ottumwa Ill. July 14 to 17  
 Winchester Ky. July 13 to 17  
 Sangus Mass. July 20 to 23  
 Wingham Ont. July 20 to 22  
 Providence R.I. July 20 to 23  
 Circleville O. July 20 to 23  
 Aurora Ill. July 20 to 23. C.C. Hackney sec  
 Akron O. July 21 to 23  
 Cleveland O. G. Circuit. July 26 to 31  
 Versailles Ky. July 20 to 24  
 Brantford Ont. July 27 to 29  
 Ottawa Ill. July 27 to 30. I. W. Hess sec  
 Quebec I. C. Quebec County Jockey Club Summer meeting July 26 to 31. Fall meeting Oct 4 to 13  
 Butte Mont. July 27 to Aug 28  
 Saratoga Springs N.Y. Saratoga assn July 28 to Aug 22  
 Providence R.I. July 27 to 30  
 McKees Pa. July 27 to 30  
 Quincy Ill. July 27 to 30  
 Richmond Ky. July 27 to 31  
 Salem O. July 29 to 30  
 Battle Creek Mich. July 30 to Aug 3  
 Tilsburg Ont. Aug 3 to 5  
 Griggsville Ill. Aug 3 to 6  
 Bainbridge Ind. Aug 2 to 6  
 Henry Ill. Aug 3 to 6. C.A. Camp sec  
 Middletown Ind. Aug 7 to 10  
 Youngstown O. Aug 4 to 6  
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 Bardonia Ky. Aug 17 to 21  
 Grimsby Ont. Aug 18 to 19  
 McKees Rocks Pa. Aug 21 to 24  
 Ballston N.Y. Aug 23 to 26  
 Newcastle Ind. Aug 23 to 26  
 Syracuse N.Y. State Fair. Aug 23 to 27  
 Toledo O. Aug 23 to 27  
 Margaretville N.Y. Aug 23 to 28  
 Orangeville Ont. Aug 24 to 25  
 Newburg O. Aug 24 to 26

Durand Wis. Sept 15 to 17  
 Indianapolis Ind. State Fair. Sept 13 to 18  
 Des Moines Ia. State Fair. Sept 13 to 18  
 Canton N.Y. Sept 21 to 24  
 McKees Rocks Pa. Sept 21 to 24  
 Batavia N.Y. Sept 20 to 21  
 Allentown Pa. Sept 20 to 21  
 Medford Mass. Com Fair. Sept 21 to 24  
 Sidney O. Sept 21 to 24  
 Portland Me. Righty. Sept 20 to 24  
 Cobbekill N.Y. Sept 20 to 24  
 Waresbury Pa. Sept 21 to 23  
 Beaver Pa. Sept 21 to 24  
 David City Neb. Sept 21 to 24  
 LaPorte Ind. Sept 21 to 24  
 Sandusky O. Sept 21 to 24  
 Montpelier O. Sept 21 to 24  
 Potsdam N.Y. Sept 21 to 24  
 Schoharie N.Y. Sept 21 to 24  
 Nedalia Mo. State Fair. Sept 20 to 25  
 Richland Center Wis. Sept 21 to 24  
 Mincola N.Y. Sept 21 to 25  
 Duluth Minn. Sept 21 to 25  
 Springfield O. Sept 21 to 27  
 Carnegie Pa. Sept 21 to 27  
 Superior Minn. Sept 21 to 30  
 Wausau Wis. Sept 21 to 30  
 Baltimore Md. Pimlico. Sept 21 to 30  
 Readville Mass. Sept 21 to 30  
 South Bend Ind. Sept 21 to 30  
 Elkhorn Ind. Sept 21 to 30  
 Portland Ind. Sept 21 to 30  
 Troy O. Sept 21 to 30  
 Bellefonte Pa. Sept 21 to 30  
 Johnstown Pa. Sept 21 to 30  
 Bremen Ind. Sept 21 to 30  
 Chariton Ia. Sept 21 to 30  
 Carrollton O. Sept 21 to 30  
 Cedarburg Wis. Sept 21 to 30  
 Rochester Ind. Sept 21 to 30  
 Wichita Kas. Sept 21 to 30  
 Springfield Ill. State Fair. Sept 21 to 30  
 Burgettstown Pa. Sept 21 to 30  
 Portland Me. Righty. Sept 21 to 30  
 Angola Ind. Oct 4 to 8  
 Norfolk Va. Oct 5 to 14  
 Richmond O. Oct 12 to 15  
 Medford Mass. Com Fair. Oct 12 to 15  
 Plymouth Pa. Oct 12 to 15  
 Morris Park N.Y. Westchester Racing Assn  
 Fall meeting Oct 14 to Nov 2  
 Medford Mass. Oct 19 to 21  
 Raleigh N.C. Oct 19 to 21  
 Saugus Mass. Oct 26 to 30  
 Red Oak Ind. Sept 27 to Oct 2  
 Baltimore Md. Pimlico Driving Club. Spring meeting 1st week in June. Fall meeting Sept 27 to Oct 1  
 Malone N.Y. Sept 28 to Oct 1  
 Hillsdale Mich. Sept 27 to Oct 1  
 Terre Haute Ind. Sept 27 to Oct 1  
 Malone Vt. Sept 28 to Oct 1  
 Providence R.I. Oct 5 to 8  
 Lexington Ky. Oct 5 to 16  
 Bowling Green Ky. Oct 5 to 16  
 Aberdeen S.D. State Fair. Oct 11 to 16  
 Medford Mass. Oct 13 to 15  
 Louisville Ky. Oct 18 to 20  
 Salem O. July 21 to 24 and July 23 to 30  
 Newark O. June 29 to July 2  
 Columbus O. July 6 to 10  
 Portsmouth O. July 27 to 30  
 Chillicothe O. Aug 3 to 6  
 Washington C.H. Aug 10 to 13  
 Lancaster O. July 13 to 16  
 Xenia O. Aug 17 to 20

## Societies, Agents, Streetmen Everywhere.

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions, Medals, Buttons, Rosettes and Shinarocks. Photographs (cabinet size) \$1.00 per 100—\$25.00 per 1,000, best quality. Novelties in watch charms. Queen of England Jubilee Flags, buttons, badges and photos. Decorations; bags of all nations; lanterns and shields. "Little Brown Jug" ladies bicycle purse and jewel bag. Bicycle sundries. Send for catalogue; free sample given with each catalogue. W. F. Miller & Co., 23 Duane Street, New York.

## MILFORD, MASS.

Population, 10,000. City Bill Poster, Distributor. \$2.50. Bow street, Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and stowery truck express. 10-12



Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

## I. H. ASIRE, BILL POSTER-DISTRIBUTOR.

My circular gives all details. A trial solicited. FOREST, OHIO.

HIGGINSVILLE, MO. Pop. 5,000. The Greatest Country on Earth.

## RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters. 117

Pittsburg, Pa. Pop. 500,000.

Established 1892. The "TWIN CITY" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY. J. T. Hudson, Manager.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

## "How Is Your Western Trade?"

Well, no matter. The question is: "Do you want to increase it?" If so, send your paper to

## L. M. CRAWFORD, Topeka, Kas.

And the billboards of Topeka, Wichita and Leavenworth, Kas., and St. Joseph, Mo., will tell the people what you are doing. Good boards, fine locations and best of service in all these cities. You can't afford to miss us. Great double-deck boards for commercial work.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc. Playing Cards and Ivory Goods. Club Room Furniture, Faro and Poker Chips, Sporting Goods.

## OGDEN &amp; CO.

Manufacturers of Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc. New Designs Every Month. Largest Factory in U. S. Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

## FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR. 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

## CONVENTIONS,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are of interest to the advertiser, and which are of any one particular city and for this reason prove of importance to advertisers, showmen, showmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.

Berlin Ont. Berlin Diamond Jubilee Celebration and Band Tournament July 21 and 22. Buffalo N. Y. G. A. R. Reunion Aug 23 to 28.

Chicago Ill. Illinois Press Assn. July 7. Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.

Chicago Ill. Illinois Manufacturers' Exposition of Home Products. Coliseum Sept 25 to Oct 16. Chicago Illinois Agr. Fair Coliseum November Cincinnati. International Association of Distributors. July 21-23.

Cincinnati O. Grand Court Ohio Foresters 1896. Cincinnati O. Ohio State Library Assn Oct 5 to 6. A. W. Whipple, pres.

Cincinnati O. Irish Landwehr Verein Aug 2. S. B. Bonwright sec. Cincinnati O. Cincinnati O. Brotherhood of Locomotive Firemen Jan 21. Reynolds sec. Cleveland O. Cincinnati O. Lithographic Press Assn. Annual National Convention July 12.

Cincinnati O. German Epworth League of the United States July 22 to 25. Pike's Opera House Cincinnati O. Locomotive Firemen's Convention July 20 and 21.

Dayton Ohio. Sixth annual Convention of the Ohio Master Painters and Decorators Association, July 27-28, 1897. W. J. Aldrecht, sec'y, Toledo, O.

Dayton O. Southern Diocese of Ohio Convention. Bishop Vincent Cincinnati chairman. Dates not set.

Denver Col. Mountain and Plain Festival Oct 5 to 7. Denver Col. Biennial Session of Supreme Court of Foresters of U. S. Aug 24 to 28.

Denver Col. American Assn of General Baggage Agents Oct 13. Denver Col. Gold Miners' Convention July.

Indianapolis Ind. Conclave of the Supreme Lodge K. of L. 3d Tuesday in August 1907. Kansas City Mo. Priests of Pallas Parade J. P. Loomis pres. L. B. Cross sec.

St. Louis Mo. Third Annual Convention of the International Bill Posting Association, July 25-29, 1897. Clarence E. Roney, sec'y, Waukegan, Ill.

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What is worth doing at all, is worth doing well.

## JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000. Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Mount & McHenry Sts., BALTIMORE, MD.

Scranton, Pa. 654 Deacon,

J. H. Beltz, member I. A. of D., 1000 N. 1st St. out, circulars distributed, 1000 N. 1st St. Work is guaranteed. 200,000 people in Lackawanna County. 1897

## Do You Use Circulars?

We send ours to 1,000 or more new names (no directory names) each month with good results. Should be pleased to send yours (6x9 or smaller) with them for \$1.00 per thousand. Prepay all charges.

We will sell Three Copies Only of our lists for 30 cts. per 100 or \$2.00 per thousand. 1897

D. W. McNEAL CO.,

511 W. 67th Street, Chicago, Ills.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flannell, Macon, Fort Valley and Barnesville, includes population of 175,000.

The Adv. Novelty Co., 32, 34 & 36 E. 3d St. CINCINNATI, OHIO. Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, &c.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

## Do You Distribute?

If so, then have it well done; done by a "knows his business" distributor and in a city where results are sure. If you follow this course, you can't help but "run up against" our distributing service and Middletown.

## MIDDLETOWN ADV. CO.

The "Knows Their Business" Distributors, Middletown, N. Y.

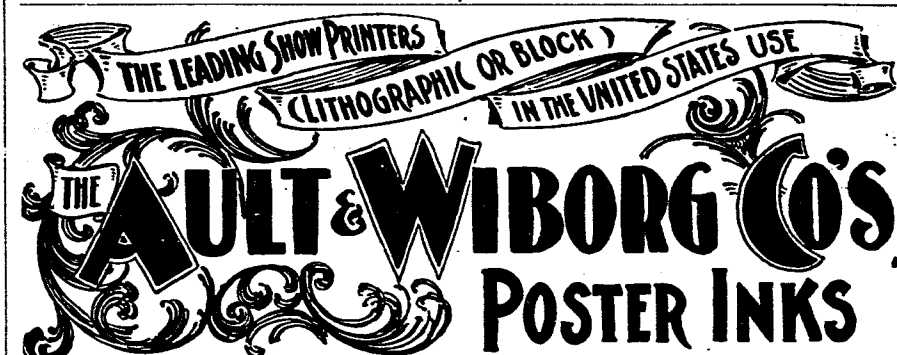
M'CALL AD WRITER

## THE Tri-City Introduction Co.

Suit 56 and 57 McManus Bldg, Davenport, Iowa.

## GENERAL OUT-DOOR ADVERTISING AGENTS

Do Bill Posting, Distributing, Sign Tacking, and Paint Bulletin Signs in Iowa and Illinois. DAVENPORT, IOWA. ROCK ISLAND AND MOLINE, ILLS.



Chicago, Ills. J. A. CLOUGH, contract solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

## Nashville Distributing and Advertising Co.

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. 17 JAMES L. HILL, Mgr.













## BIG MONEY FOR CANE MEN.

You can coin money selling my CANES and TOY WHIPS at all Fairs, Expositions, Summer Resorts, Beaches and Outdoor Attractions. We are the only Manufacturers of this line. 40 per cent saved by buying direct from us. Send for Free Illustrated Catalogue.

I. EISENSTEIN, 44 Ann Street, New York City.

1891. "Everything comes to him who hustles while he waits." 1897.

## The Hustler Advertising Co.

Prompt personal service guaranteed at all times.

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET.

FORT WAYNE, IND.



## YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

**WE DISTRIBUTE** Circulars, tack signs, paint, and do all kinds of out-door advertising, also furnish names of people of this county, any kind at 25 cents per 100, or \$2 per 1,000. New Haven County is our territory. 30 GILBERT STREET, NEW HAVEN, CONN.

## The W. D. Husted Advertising Co.

Town and Country BILL POSTERS.

Distributors, Bulletin Sign Painting, AND Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN MANSFIELD.

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

Established 1894. City Population, 350,000.

## NATIONAL DISTRIBUTING CO.

CIRCULAR DISTRIBUTORS AND SIGN TACKERS, 15 & 17 Winder St., DETROIT, MICH.

Terms reasonable. Send for price list.

## A NEW ADVERTISING NOVELTY.

A Neat Leather Case, with your ad. on it, for carrying Bicycle Pocket Wrench. If you want to catch the boys, this will do it. Sample, too. Plenty of other good things.

PARKER & HAFFNER, Leather Novelties, WILLIAMSPORT, PA.

## AGENTS WANTED

Either ladies or gentlemen, to sell our new

### HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

38 East Third St., THE MINTEAUX SOAP & CHEMICAL CO., CINCINNATI, O.

NOTHING EXCELS THE SERVICE RENDERED BY THE

## BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

Special care given to House-to-House Distributing.

Prompt Service by Reliable Men.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

### ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

**D. J. Lefebvre Adv. Co.** RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H. Keep Our Address For Future Reference.

Kansas City, Mo. Pop. 300,000.

Midland Advertising Co., Joseph Reid, Mgr. Distributing, Tacking. Reliable men only. All towns in Jackson, and Wyandotte Cos. Mem. International Ass'n of Distributors.

**THE MANHATTAN PRESS-CLIPPING BUREAU.** NEW YORK. LONDON.

ARTHUR CASSOT, Manager. Knickerbocker Building. No. 2 West 14th St., New York. Supplies press clippings for Trade Journals, and on all subjects. Best facilities. HON. CHAUNCEY M. DEPEW is one of our regular patrons. HON. CALVIN S. BRICE: You have the best facilities of any one in the field in your business.

BOSTON, MASS. Pop. 500,000. Lou's Brandt, Distributor 5 Heath ave. 11

**S. G. DRAPER,** Portsmouth, Va.

CITY BILL POSTER, DISTRIBUTOR, SIGN TACKER.

All New Boards. Work Done by Reliable Men

**MANNING, S. C.** Distributor. T. M. Young, Manager. P.O. Box "Y."

**TRENTON, New Jersey**

The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 20,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes. 255 Washington Street, Chicago.

## Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

**WAUKESHA, WIS.** Caldwell F. Mevis City Bill Poster and Distributor. 688 Main Street.

## Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,** 146 Franklin St., Boston.

Cincinnati, O. Pop. 350,000.

Unexcelled Distributing Service. W. H. Kleinbrenner, 811 Vine, Cincinnati

**Allen's Press Clipping Bureau**

Offices, Rooms 34-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

**Aurora, Ills. B. MARVIN,** Bill Poster and Distributor. Circuit, 16 Towns. Pop. 60,000.

SEND FOR A COPY OF

## Business

The Office Paper

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office Monthly, \$2 a year. Address: BUSINESS PUBLISHING CO., 15 Astor Place, New York.

BILL POSTER, THROUGHOUT ARKANSAS.

## J. F. CLARK, CONWAY, ARKANSAS.

RATES LOW. BOX 92.

Laconia, N. H. Pop. 15,000.

Folsom Opera House, Driving Park and Show Grounds J. F. Harriman, Manager. Owns all boards in the city and suburbs.

?-?-?-?-?-?-?-?-?-?-?

**A Great?**

**Big!**

Will or will not the people of Wilmington buy your goods?

To obliterate all doubt, employ our service. We have long understood the art of advertising.

Wilmington, with 35,000 population, offers great chances to the shrewd advertiser—to one who uses our Bill Posting and Distributing service.....

**Wilmington Bill Posting Co.**

WILMINGTON, DEL. Office, Grand Opera House.

McCALL AD WRITER. '97

?-?-?-?-?-?-?-?-?-?-?

**Jacksonville, Ill. 807 S. Main St.** Wm. Burke, member of and recommended by U. S. Dist. Bureau

HENRY C.

**CROSBY**

ADVERTISING

**SIGNS**

Romaine Building.

**PATERSON, N. J.**

Evansville, Ind. 75,000, Licensed

Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors.

**A. E. BENTLEY,** Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

**WOODLAND, CAL.** Dietz & Glendenning, Bill Posters.

**C. F. Bangasser & Co.** CITY BILL POSTERS AND DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 38

**MC MINNIE, OREGON.**

**CARLISLE, IND.** Sullivan Co., R. J. Chilcote, Distributor.

HOWLAND Advertising Sign Co., Rome, N. Y.

**"Mr. Manager!"**

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained. "It's your move."

**C. M. Smith & Co.,** Brantford, Canada.

Population of City 17,000. County 50,000.

**MEMPHIS, TENN.** Van Beuren & Co., Bill Posters and Distributors, 224 Second Street.

ESTABLISHED 1876.

**CHARLES W. YORK.**

**Bill Poster and Distributor.**

**HAVERHILL, MASS.**

I make a specialty of Distributing. Reference if required.

**OREGON SIGN CO.** Bill Posters, Distributors and Sign Painters. Box 374, Oregon City, Oregon.

**L. A. DANIELS,** City Bill Poster and Distributor, SANTA CRUZ, CAL.

POPULATION 8,000. Member International Bill Posters Association of United States and Canada.

**BELVIDERE, ILLS.** Fred. Wilm. Bill Poster, 312 Casswell St.

**STERETT Show Printing Co.,** San Francisco, Cal.

**TROY, ILL.** F. C. Gates, Bill Poster and Distributor. Reference furnished.

## FLY EXIT.

Can be attached to any screen-door in ten minutes, and will rid your house entirely of flies. They always crawl upward, and when they reach the top are on the outside. Agents wanted in every town and city.

Sample, by mail, 25 cents

**THE TAYLOR FLY EXIT CO.**

URBANA, OHIO.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

**FAYETTEVILLE, N. C.**

Hawkins Bros. Bill Posters and Distributors. Lock Box 170

**CHILLICOTHE, ILL.** CHARVAT BILL POSTING CO.

HENRY CHARVAT, Manager. Seven Cities Covered. Population, 12,000. Correspondence Solicited.

**LARAMIE, WIS.**

H. E. Root, Mgr. Opera House and City Bill poster and distributor (He'd), 150 3d St.

**The Ad Book**

California's Advertising Journal.

Send 10c. for sample copy, and see what Western advertisers are doing.

\$1.00 a year, monthly

**The Ad Book Press**

320 SANSOME ST. SAN FRANCISCO, CAL.

**MILFORD, MASS. Pop. 9,000.**

E. R. Nogu, Distributor. 337 Main St.

**Fort Wayne City Bill Posting Co.**

Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed.

FORT WAYNE, IND. C. B. Woodworth, Manager.

**Butte, Mont. W. E. Kendrick,** Bill poster and sign advertiser. P. O. box 122.

Every bill poster wants

"PROFITABLE ADVERTISING."

The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. 10c. brings a sample copy if you mention THE BILLBOARD. KATIE E. GRISWOLD, Ed. and Pub., 13 School Street, BOSTON, MASS.

**Winona, Minn. Pop. 25,000.**

Winona Circular Dist. Co., 78 E. Second at General Outdoor Advertisers, Sign Tacking a specialty.

**TERRE HAUTE, IND.** James M. Dishon, Distributing, 29 South 5th St.

**John T. Williams, Bill Poster,**

346 MORRISON STREET,

**PORTLAND, OREGON.**

Member I. A. D. and P. C. B. P. A.

Population 90,000.

Established 1868.

**Delaware, O. G. D. McGuire,**

City Bill Poster and Distributor.

**E. BOWMAN**

Bill Posting and Distributing Co.

G. B. BOWMAN, Manager,

1524 SIXTH AVE. NORTH.

QUINCY, ILL.

5,000 running feet of the finest billboards in the West.

OFFICE, EMPIRE THEATRE.

**BANGOR Me. and Neighboring Cities. Pop. 40,000.**

Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St.

**STAVANGER, MINN.** Ole Holm, Bill Poster and Distributor.

**F. R. Peterson,** Galva, Ills.

Distributing, Tacking and Posting throughout Henry County, Ills.

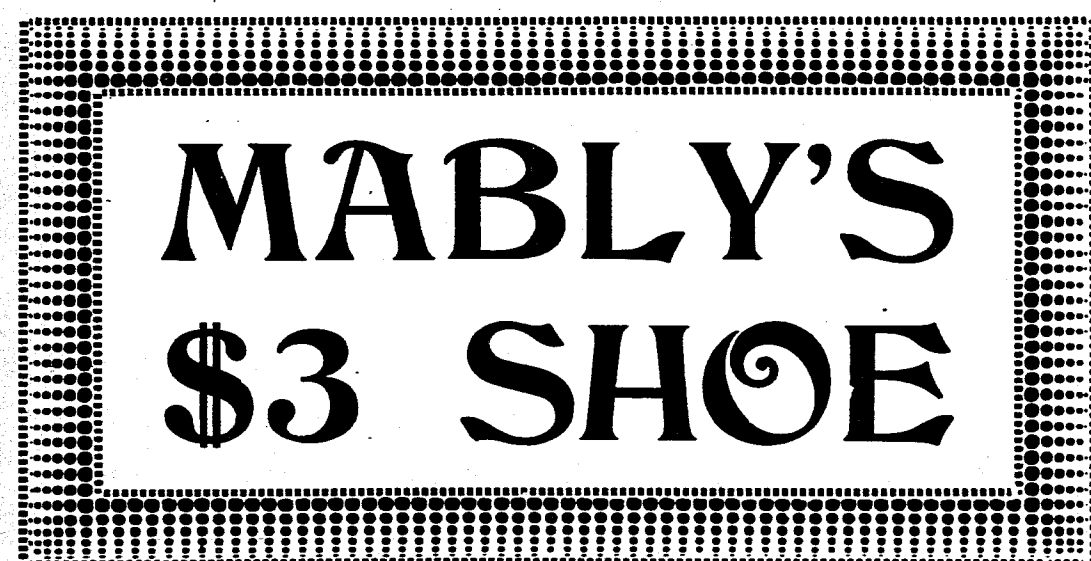


# GOOD DESCRIPTIVE STANDS

Are always better than bum hand-painted affairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have

## SOLVED THE DIFFICULTY.

We can give you good work, and sell you ONE STAND at a reasonable price. Here is the way a Twenty-Sheet looks:



Send us copy and One Dollar, and we will make you up a sample. Here is a chance to interest your local merchants.

### PRICES ON TWENTY-SHEETS:

|                |         |
|----------------|---------|
| 1 Stand .....  | \$1.00. |
| 2 Stands ..... | 1.80    |
| 3 " .....      | 2.10.   |
| 4 " .....      | 2.60    |
| 5 " .....      | 3.00    |

Red Letters, 42 in. high, 28 in. wide, same design as above. and Solid Blue Border.

# HENNEGAN & CO., Cincinnati, Ohio.

## GRIT!

(AN OPEN LETTER.)

WILLIAMSPORT, PA., May 6, 1897.  
Editor BILLBOARD, Cincinnati, O.

Dear Sir: We have a proposition to make to a reliable bill poster or distributor in each of a good many cities, towns and villages of the United States and Canada. It will, if taken advantage of, prove profitable to each of them and to us. It is this:

We publish a first-class family newspaper, known as PENNSYLVANIA GRIT. It is now sold and advertised by an agent in each of about 4,000 towns. There are at the very least 4,000 other towns which are just as good but which we do not reach. We send papers for sale upon commission. Unsold copies are returned. We supply all kinds of advertising matter liberally. Why isn't the representative bill poster just the fellow we're looking for as general agent in his town? Why are we not the people he wants to strike? He can put the boys which he can secure and control to work in his interests. He can thus make a sum on Saturday of each week which will be clear gain. He can advertise his own business and take advantage of the "between spells" which are bound to come now and then.

The papers will sell all right. Experience teaches us that. Hundreds are sold each week in Winnipeg, Manitoba; in Key West, Florida; in Abilene, Kansas; in Augusta, Georgia; in Denver, Colorado; in Keokuk, Iowa, and in thousands of other places. One locality seems to be as good as another.

We will send sample copies and complete information to any one who asks for them.

Truly yours,

GRIT PUBLISHING CO.  
Williamsport, Pa.

Mattapan, Mass. D. L. Cushing  
Regular Distributor and Gen. Advertiser

Ottawa, Marseilles and Seneca.

If you have GOOD PAPER and will pay a fair price for service (no kid work), address

HURD DIST. CO.

Lock Box 674. Marseilles, Ills.

Atlanta, Ga. 124 Haynes St.

Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining counties. \$1.00 per 1000 and up. d97

### Marblehead!

One of New England's great summer resorts. Has a population of 12,000 in summer, and thousands visit it to see its historic features and enjoy its ocean breezes. People here have as much money to spend as those in larger cities. Send paper to cccc

The Noon  
Bill Posting Co.  
MARBLEHEAD, MASS.

Chillicothe, Mo. Z. B. Myers,  
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. d97

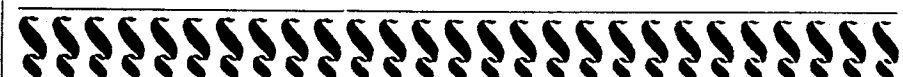
W. E. Patton, Corinth, Miss.  
Bill Poster and Distributor. Reference furnished. Box 164. d97

Blaney, Wm. E., Expert Ad Writer,  
Station T, Boston, Mass.

Peru, Ind. Chas. W. Stutesman  
Licensed City Bill Poster and Distributor.

RUFUS MIKSCH,  
DISTRIBUTOR  
BILL POSTER AND SIGN TACKER,  
RED CLOUD, NEB.

REFERENCE IF REQUIRED.



J. M. Robinson "STILL AT THE FRONT." G. H. Raymond

## ROBINSON BALLOON CO.

The Careful and Reliable Aeronauts,

Balloon Ascensions and Parachute Descents. Special Attractions for Fairs, Celebrations, etc. Night Ascensions with Fireworks a Specialty. Terms Reasonable.

Permanent Address, New Galt Hotel, Cincinnati, Ohio.



### The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1-4, next. It will consist of 36 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

| LARGER ADVERTISEMENTS.  | LITHOGRAPHED PAGES.                         |
|-------------------------|---------------------------------------------|
| Whole page..... \$50.00 | Page 2 of Cover, in 2 colors..... \$100.00  |
| Half page..... 27.50    | Page 3 of Cover, in 2 colors..... 100.00    |
| Quarter page..... 15.00 | Page 4 of Cover, in 8 colors..... 200.00    |
| Eighth page..... 8.00   | Double page center, in 8 colors..... 300.00 |

No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9x12 1/2.

### The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897, BY

A Man Who Knows The Business.

Price \$5.00. (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and stand the express back in case you do not like them.

Antonia Babbitt.

Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair, MADISON, WIS.

### The Helleberg Photo-Graving Co.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotpe Designing.

Send for our Catalogue.

### AGENTS WANTED

TO SELL  
NOVELTY SIGNS,

11x14 inches, printed on colored card boards, ready for immediate shipment. Here are a few mentioned of 500 varieties: Soda Water, Ice Cream, Call Again, Repairing, Positively No Credit, Dress Making, For Rent, etc.

80 per cent profit to agents. Greatest sellers on record. Special prices for the next three months at \$2.25 per 100 assorted cards, prepaid.

### PAINTED SHOW CARDS.

11x14 inches, painted to order on white card boards in 3 oil colors and shading. Very attractive. 10 cents each, or 9 cents a card in 10 lots, prepaid. Any Show Card in painting exceeding 5 words, 1 1/2 cent per word extra.

### MUSLIN SIGNS, to order,

at astonishingly low prices: painted with 1 to 5 different oil colors (waterproof) and mailed postpaid at following prices:

|                                               |
|-----------------------------------------------|
| From 1 to 3 yards, 35c. per sq. yd., prepaid. |
| " 3 to 5 " 34c. " " "                         |
| " 5 to 8 " 32c. " " "                         |
| " 8 to 10 " 32c. " " "                        |
| " 10 to 15 " 31c. " " "                       |
| " 15 to 25 " 30c. " " "                       |
| " 25 to 50 " 28c. " " "                       |

9 square feet to 1 yard.

### OIL CLOTH SIGNS,

take the place of wooden signs everywhere, on account of their durability, attractiveness and cheapness. Painted to order in different oil colors

|                                              |
|----------------------------------------------|
| From 1 to 3 feet, 12c. per sq. ft., prepaid. |
| " 3 to 5 " 11c. " " "                        |
| " 5 to 10 " 10c. " " "                       |
| " 10 to 15 " 9c. " " "                       |
| " 15 to 25 " 8c. " " "                       |
| " 25 to 50 " 7 1/2c. " " "                   |

### HEAVY CLOTH SIGNS,

stretched on frames and banded. Better than wooden signs. Furnished in colors or painted to order, 28 cents per square foot, prepaid.

### GOLD LETTERING,

on heavy cloth, stretched on frames and banded. Better than wooden signs. To order, 31 cents per square foot, prepaid.

We are in the Sign Painting business for nearly 20 years, and we give all good satisfaction or money returned. Order to-day and we will ship within 24 hours—except Gold Signs, take from 3 to 4 days. Promptness and First-Class Work is our motto.

Val. Schreier Sign Co.  
MILWAUKEE, WIS.

Tucson, Ariz. 2,000 ft. of boards  
WM. REID, Box 148. d12

### HILLSBORO, TEXAS.

Phillips Bros., City Bill Posters and Distributors.

Santa Fe, N. M. A. M. Dettelbach,  
Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

LuVERNE, MINN. Pop. 3,000,  
Dana W. Baer, Bill Poster and Distributor, Box 490. d97

Nanaimo, British Col. Pop. 7,000.  
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Wilmington, North Carolina.  
Pop. 25,000.

Thos. P. Day & Co., Bill Posters and Distributors

Oswego, N. Y. F. E. Munroe,  
Licensed Bill Poster, Distributor and Sign Painter. d97

LIMA, OHIO. Pop. 20,000.  
W. C. Firrell, City Bill Poster and Distributor. Work promptly done. tf

Clarksburg, W. Va. Pop. 5,000  
W. L. Nelson, City Bill Poster and Distributor. d97

Waukon, Ia. Wm. S. Hart & Co.  
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. only

Po'keepsie, N. Y. 24 Mechanic St.  
M. F. Sprenger, The Honest King Bill Poster and Distributor. n97

LORAIN, O. P. J. SMITH.  
Bill Poster and Distributor. 319 6th St. n97



# THERE IS ONLY ONE.

There is only one exclusive Billboard Contracting Agent; there are several people who contract to place bill posting, but there is only one who does this work *exclusively*.

I occasionally place other business, but if so, it is done at the advertiser's express demand, and not because I recommend the other method.

I have no chestnuts of my own to sell the advertiser—no fences, no walls, no billboards, no street cars; I am therefore free to give *disinterested* advice to the advertiser, as I make the same profit on one order that I do on any other.

If you are an advertiser, and if you want disinterested advice and expert service send for me. I place bill posting in New York City or in San Francisco; in Duluth or in New Orleans; in the largest cities or in the smallest "cross-roads" villages. I charge you the bill posters' regular rates—no more.

Besides taking the work off your hands I can do more; I get your work out promptly, because every bill poster knows me and my reputation for promptly paying all bills. No matter how high your financial rating may be, all bill posters do not know you; and as they have numerous uncollectable accounts on their books they naturally hold your orders till an investigation of you can be made. This does not happen with my orders, because they all know me, have known me for years, and have never had to wait for their money.

Come and see me.

*Sam W. Hoke*

Long Distance Bill Poster,

107 West 28th Street,

Telephone Connection.

New York.

# THE BILLBOARD

Vol. IX., No. 7.

CINCINNATI, AUGUST 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$100.

## The True Story of a Wonderful Success.

By SAM W. HOKE.

Four years ago there were three well-known cigar salesmen, and one well-known cigar maker, who for years had been working for a large manufacturing firm on salaries.

Concluding that they had been salaried men long enough they joined forces and

a certainty in a snug salary each month. For a year they battled along, and at the end of that time found themselves just a little bit worse off than when beginning business. In the meantime, however, they had been accumulating cigar brands and were slowly popularizing them with the smoking public. A little newspaper advertising had been used, but seemingly without any effect.

At the end of the second year they had begun the manufacture of the George

pelled to charge the retailer a little more for this cigar than he pays for any other 5c cigar. Even at these high prices we are making less money on this cigar than on any other brand that we make, and there is no place in which it can be cheapened. *How then can we afford to advertise it?*

In spite of the seeming impossibility of the task, they started in to advertise the Geo. W. Childs cigar, but this time posters were adopted and other methods omitted

mand for the Childs Cigar, and an additional factory was secured in Philadelphia. With the two factories their output of cigars is now so near the top that only one cigar concern in the United States exceeds them, and their rating with Dun and Bradstreet has grown from "\$10,000" in '93 to "\$200,000" in '97.

Posters of all sizes and styles are now used, ranging from a one-sheet for villages to a twenty-four-sheet for cities, with varying sizes in between to meet all emer-



H. H. Tyner, Jas. L. Hill, E. C. Beardsley, O. P. Fairchild, W. C. Tirrell, Geo. W. Vansyckle, R. S. Douglass, Will A. Molton, L. M. Shannon,  
W. H. Donaldson, F. M. Groves, W. H. Steinbrenner, J. T. Hudson, E. E. McGuire, W. H. Case, Jos. Reid, Jas. B. McConnon, W. C. Marchael.

OFFICERS, BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE OF THE I. A. D.

went to manufacturing cigars on their own account.

Twenty-eight thousand dollars was raked up between the four, and with this joint capital they started in to buck against the millionaire manufacturers that had held the markets in the past. This small sum of money and no brands to begin business on, caused their friends to shake their heads ominously, and warn them that they would better have continued with their old employers where there was

W. Childs 5c Cigar, and concluded that something more than mere quality was necessary to get the goods quickly in the hands of the consumer. The question that stared them in the face had scared off many others before them, and it is no wonder they hesitated. The point was this: We are now making as good a cigar as it is possible to make for 5 cents. We are selling it now to the jobbing trade at a higher price than they pay for any other 5c cigar. The jobbing trade is com-

pletely. The new poster advertiser usually begins with a one sheet, but these people were prevailed upon to begin with a sixteen-sheet stand. Ample appropriations for each city were made, and no more cities started with than they could amply cover with paper. Long-time contracts were made, thus securing the bill-posters' friendship and best locations. At the end of one year's advertising their New York factory, a very large one, was found wholly inadequate to meet the de-

gencies. The difficulty now is to supply the goods, with both factories working to their fullest capacity. The difficulty before was to sell the limited quantity they were making in one corner of one factory.

*But how did they afford to advertise the cigar and still keep up the quality?*

Because they found it better to make twenty-five cents a thousand on a million cigars than to make fifty cents a thousand on a hundred thousand cigars. The name of this firm is Harburger, Homan & Co.





## DENVER and ROCHESTER.

Just at present the bill posters at Denver, Col., and Rochester, N. Y., are somewhat inconvenienced by the vaporings of a parcel of meddlesome busybodies who are bent upon abolishing the billboards in their respective cities. We do not clearly understand who is responsible for the attack in Rochester, but in Denver it emanates from a lot of old hens who style themselves the Women's Municipal Reform League or some similar high-sounding title, and they are bent on cutting the size of the boards down to six feet in height, and hereafter no board must exceed twenty five feet in length.

There is no danger in either instance that the measures will cause the bill posters most chiefly concerned anything more than temporary annoyance, but, of course, the situation is nuts for the newspapers, and they are making the most of it. One Denver sheet frantically demands if there is ever going to be anything to be seen in Denver save billboards. Another vows that it is impossible to find a point in the city where it is impossible to see a billboard. One and all unite in howling that the boards are omnipresent. All of which Curran calmly smiles over and sends out marked copies to advertisers as testimony to the value and covering quality of his service.

It is impossible to explain or account for these outbreaks. No city seems to possess immunity against them. They usually have their origin in some few addlepated aesthetic cranks, whose wail is taken up by the press and disseminated and spread broadcast.

The chief burden of their plaint is that the hoardings are unsightly. It is doubtful if there ever was a time when a billboard was one fraction part as unsightly as the ash heaps, garbage piles, weeds, etc., that occupy the vacant lots on which they are erected, or the mortar-bespattered unfinished edifices which they occasionally hide. But in these days when American poster printing has attained such an enviable position among the arts, to claim that a hoarding is unsightly is simply silly. Nine out of every ten posters one sees on the boards to-day are, in truth, works of art. The billboards have become the poor man's picture gallery and the printer's pride.

The yellow yawp of a few fools need no disquiet either bill posters or poster printers. It might be well though for the Association to take the matter in hand. If a few of these cheerful idiots were convicted of abuse of process, the example might have a salutary effect.

## A. B. P. A. CONVENTION.

The convention of the Associated Bill Posters' Association at Atlantic City was well attended. About sixty bill posters

were on hand, and they, together with agents and middlemen, swelled the total attendance to about seventy-five. To one on the outside the meeting seemed to be successful from every point of view. Owing to the fact that the representative of this paper was not permitted to report the meeting we are compelled to refer our readers to *The Bill Poster* (July issue) for an account of the proceedings.

Although disappointed at not being able to review the meeting, Murphy's "dog story" and San Robinson's explanation of how the signs and badges came to read "American Bill Posters' Association" were worth traveling thousands of miles to hear. Hence the writer feels that the loss of time and expense incurred in the trip to the seaboard were not wholly lost.

## SUBURBAN HOARDINGS.

There is a great apparent tendency on the part of advertisers to underrate the value of hoardings erected in the suburbs, because, they say, they are seen by so few people. But in our opinion they are none the less valuable because removed from the center of the traffic. It is no doubt perfectly true that a hoarding in a crowded thoroughfare has many more people passing it than one erected in an outlying district where only those resident in the neighborhood are likely to see it, but we do not think it necessarily follows that the latter is of less value than the former, for comparatively few people stop to examine what is exhibited on a central position, whereas a hoarding in a suburb, if seen by fewer people, is more carefully studied and its contents more distinctly remembered. Nearly everybody who is anybody, and who has business in the center of a city or large town, has to live somewhere outside of it; and if in threading his way through a crowded street his eye is caught by a bill, it is certainly a very great point gained towards impressing the advertisement upon him if that same bill looks him in the face after the pressure of the day's business is over and when he has more liberty to examine it; so that, in our opinion, the value of a few bills placed in prominent positions and crowded thoroughfares is enormously enhanced if a larger number of bills are used, and some of these are exhibited in the suburban districts of the same city. We have but little faith in a limited number of bills being exhibited. There is an accumulative force in iteration and reiteration.

Another reason why suburban hoardings are valuable is that ladies and children who seldom go into the city see bills placed in the vicinity of their homes and remember and talk about them.

The point is worth an advertiser's

while to carefully note, and the bill poster should not fail to impress it upon him when soliciting his orders and arranging with him where his bills should be placed.—*The Bill Poster*, London, Eng.

## Purely Personal.

A movement is on foot to raise the assignment of the Great Western Show Printing Co. of St. Louis. It is said that the concern will be reorganized and placed on a sound financial footing. It is said that Walter S. Donaldson is likely to be made manager of the new company. The Enquirer Job Printing Co.'s new building is rapidly approaching completion. It is a handsome and imposing structure. P. J. Shannon, of The Riverside Show Printing Co., will shortly endeavor to form an association of the poster printers of the country. The Erie Show Printing Co., of Erie, Pa., was recently badly damaged by fire. Russell & Morgan are putting in a real lithograph plant. The equipment at first will consist of two presses.

## IN DEFENSE OF H. L. KRAMER

Indiana Mineral Springs, Aug. 14, '97.  
Editor BILLBOARD, Cincinnati, O.

In the July issue of THE BILLBOARD you take occasion to attack Mr. H. L. Kramer's views on the average advertising expert, as expressed in his recent article in *Profitable Advertising*; an article which, by the way, has been largely copied and favorably commented upon. In your criticism you use the expression, "If Mr. Kramer is correctly reported." You may have no doubt on that point. I have been intimately associated with him in several highly successful advertising campaigns, and can assure you that his views are as quoted. At the same time, I am equally well aware that it was not his intention to attack personally any of the individuals whom you seem so anxious to defend.

The use of such expressions as "gaucherie," "35 cent nostrum formulas," "ill-mannered," etc., would suggest to the calm-minded that you were a bit irritated, perhaps even vindictive, when your criticism was written, and this is a condition of mind which will make the best intentions in the world appear distorted to the jaundiced eye.

You say "his position is utterly untenable." Of course this does not make it so, and such an arbitrary statement has no place in argument. It is an issue—a difference of opinion between the man holding the position and the one attacking it. Probably you never considered how differently matters must appear to a general, national advertiser like Mr. Kramer, or you would not blame him for not seeing them as you see them.

Advertising experts are continually

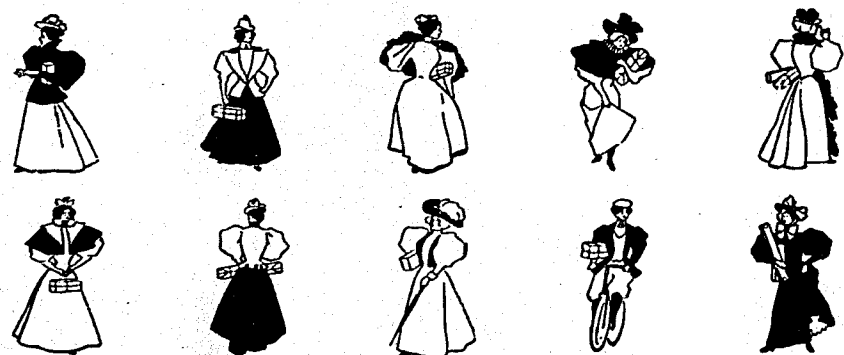
prating about specialism. Does any one suppose us so benighted as not to acknowledge that the age of specialism has dawned? But why not follow out the idea to its logical conclusion? The advertising field is so great, the advertising requirements of different lines of business so varied and dissimilar, that we can not believe any one man is master of them all. We believe in expert department store advertisers, expert retail advertisers, expert scheme advertisers, expert proprietary advertisers; but we do not and will not take any stock in the "yearling expert, who proposes to take any business under no matter what conditions, and perform miracles of resuscitation." That is Mr. Kramer's opinion. Can you, honestly now, find fault with it? Do you really believe that any one of the self-appointed advertising authorities can perform these miracles? Have you in your mind's eye an advertising genius of such wonderful scope? If so, he has the Genii of Aladdin's Lamp at his beck and call.

In your criticism you say a successful business man need not necessarily be a gifted advertiser, a good bookkeeper, a close buyer or a shrewd salesman. I would now like to have you tell me what you consider the essential qualifications of a successful business man. I really think you must be mistaken about that. If a man is in a regular, every-day, commercial business, he must be a close buyer or a shrewd salesman to be successful; if he is in a banking, speculative or insurance business, he must be a good accountant to be successful; if he is in the patent medicine business, he must be a gifted advertiser to be successful. I can not imagine a successful business man without at least one of these qualifications. The more of them he possesses the more successful he is likely to be.

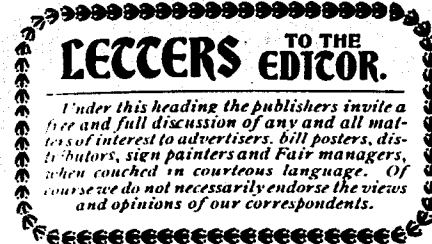
There are certain lines of business in which advertising is a fundamental essential, no advertising, no business. In the average commercial business advertising is incidental, like "bookkeeping, close buying and shrewd selling." Our business is one of those in which advertising is fundamental—the basis of the industry. An advertising mistake may mean failure to the whole business. In thousands of cases it actually does, as we all know from the constant meteoric appearance and disappearance of thousands of wonderfully named preparations. Through all kinds of experience, bitter at best, and at the repeated risk of his business existence, a man with aggressiveness, pluck, perseverance, daring and the in-born advertising and financial talent develops a big success in the patent medicine business. When he has accomplished it, he knows something about how to advertise, and how not to advertise, patent medicines—he is an advertising specialist in the proprietary line.

Such a man is H. L. Kramer, and I think his record, and especially the results achieved in the development of the enormous "Cascarets" business, justify him in doubting the capacity of any "yearling expert" to jump in and make a sudden pyrotechnic success of "any old business."

A. B. SCHANZ,  
Secretary Sterling Remedy Co.



R. L. Curran, 150 Nassau Street, New York, the ad writer, is introducing an attractive series of cuts—"The Shoppers." We illustrate them herewith.



Delphos, Ohio, July 17, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Regarding statements made by W. F. Tucker in July number, he is right. I did not buy his boards at the time I wrote my first letter, as he had none to sell. All I ask is, for any one wanting work done to investigate and see who gives the best service, and I think I will have no trouble in getting the business. At present I am not the only bill poster, but I have the only good service and the only man in town that can post bills properly. I have offered to buy what little stock Mr. Tucker has, or consolidate, as the town is not large enough for two, and as he has not done this up to date, he is welcome to all he can get. Thanking you for the space, I remain Yours respectfully,  
CHAS. A. HOON,  
Lock Box 283.

Winona, Minn., July 31, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Business keeps picking up slow, but sure. Have posted lately as follows: For Singer Mfg. Co., twenty 8-sheets; L. N. Scott, St. Paul, 450 1-sheets; Wisconsin Business University, twenty 3-sheets, ten lithos; Reeman Chemical Co., fifteen 8-sheets, three 28-sheet stands; Coca Cola Co., ten 16-sheet stands, five 4-sheets and fourteen 2-sheets; ladies' bicycle race, 100 3-sheets, seventy-five 1-sheets. Also distributed 3,000 books and 1,000 circulars for Munyon's Homeopathic Remedy Co. Hummel, Hamilton & Co.'s circus used my boards for July 7, and Barnum & Bailey's for July 15. Have also had a good deal of local trade for home merchants, excursions, etc. I think the coming season will bring good work to all of us. Thanking you for space, I remain Yours truly,  
HENRY WERNER.

Montroe, Wis., July 28, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I see by the Milwaukee *Evening Wisconsin* of the 28th that the third annual convention of the International Bill Posting Association at St. Louis broke up in a row, and that you, with several other gentlemen, tendered your resignation. Now I write you this letter, as I have belonged to the association for over two years and have had but one job of bill posting from them in that time, and for that I have received no pay as yet. It was done on the 17th of April. It was only a small amount, \$7.52, but it shows what kind of an organization it is, and I hope that more of the members will find them out in a short time. I own and control all the billboards in this city, over 500 feet of 11 and 12-foot boards, and am in a position to do plenty of work in first-class shape. As I do all my work, and it is all listed and protected. Will be glad to hear from you at any time in regard to work you want done in this section of the country.  
F. W. PAYNE,  
City Bill Poster.

Kewanee, Ill., July 9, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Inclosed find order for \$1 for a year's subscription to THE BILLBOARD. I cannot do without it. I have been a subscriber for one year and but for your little paper would have given up bill posting; but through the good pointers I am now doing quite a large business. Have posted in the last sixty days over 600 sheets of local commercial work. My business has increased so that I built four more large stands and twenty-five three-sheets, and am now making a lot of one-sheet boards. I advertised a local firm (H. R. Cleary & Co.) for wall paper on my boards; also put out 3,000 circulars for them. There are five other firms selling wall paper in this city, and Mr. Cleary had more wall paper than all other firms put together. Since that time I have had no trouble in keeping my boards filled with commercial work. We have been in the business six months, and

if business keeps up at the pace set we will, by the time races come this fall, be among the fast ones. You will notice by my letter head that we have a population of 10,000, and a bustling town for that amount of people. Business is good here, factories are running full blast and, in fact, everything is on the boom at present. Our fair will soon be here, the date being September 13 to 18, and is one of the best district fairs in the state. Will try to keep you posted from time to time.  
Yours very truly,  
F. A. CAHOW.

Mansfield, Pa., July 24, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We had intended writing you before this in relation to advertising matters in Mansfield, but work has claimed all our attention; however, will try and send you a few items. During the past sixty days we have been kept fairly busy. We have built 210 feet of new boards, all of planed and matched lumber, ten feet high; have painted 2,500 square feet of bulletin work, posted 125 sheets for Sells Bros. and Forepaugh's circus, which pitched their tents in Elmira; had Bob Hunting's one-ring railroad show with us on May 29th. They are gentlemen to do business with; they put up 720 sheets of paper on our boards, and they drew fair houses both afternoon and evening and gave the people a first-class exhibition.

Our line of local work has been pretty good, considering the times, but our outside commercial work has fell far behind our expectations. Have tacked 340 water-proof signs for Mansfield Foundry (local), posted one-sheet and tacked signs for Coca-Cola, tacked wooden fence signs for Deering harvesting machinery, posted three-sheets and tacked water-proof signs for Rochester bicycles (local), posted one and four sheets and distributed folders for Syrup of Figs, posted one-sheet and distributed booklets for Dr. Harter Medicine Co., Dayton, O.; posted 100 one-sheets for Normal Lecture Committee (local), posted 30 one-sheets (clothing) for L. Preger, Blossburg, Pa.; posted 20 two-sheets (flour ad) for Mitchell & Sons, Blossburg; also, 75 one-sheets for N. R. Mitchell, Blossburg; distributed and posted 30 one-sheets (hats) for Shepard & Schipbauer (local); distributed 500 circulars (special sale) for H. H. Roberts, Blossburg; also distributed 1,500 circulars for Dr. J. Andrews & Co., music house, Blossburg; made three house-to-house distributions for Dr. Miles' Medical Co., Elkhart, Ind., of 2,000 each, and delivered druggists' packages; distributed 6,000 booklets for the Boston Medical Institute, Chicago, Ill.; distributed 10,000 circulars for Mitchell's Novelty Plaster Works, Lowell, Mass.; distributed 1,000 copies Mansfield *News* for Dr. Daves Kennedy Corporation, Rondout, N. Y.; distributed booklets (Old Oaken Bucket) for Dr. Kilmer & Co., Binghamton, N. Y.; posted 20-sheet stands for Mansfield Bakery (local); also renewed the 24 and 48-sheet stands for Alcock's Porous Plasters (these are great stands, the 24-sheet the greatest we ever saw); posted 3-sheets for "Gillies Coffee," through local firm; posted 1-sheet clothing and 1-sheet hat for M. C. Blair, Blossburg, Pa.; tacked 387 fence signs for W. A. Pitts & Co. (local); have posted 500 sheets for Mansfield Opera House; posted 1 sheet for Pillsbury's Flour; posted 50 1-sheets and 10 8-sheets for Armorside Corset, for Pitts, Judge & Co. (local), and are now at work putting up to 24-sheet stands for Fred. F. Spencer (local grocery); also distributed about 4,500 circulars for other local firms.

If we could get the same encouragement from the outside advertisers that our local people are giving us, we could soon have a country advertising business second to none. With our Soldiers' Remission (three days) and four County Fairs coming on around us, including our own, it looks as though we would be fairly busy for the next two months. Our fair, held the last week in September, commencing September 21, which calls together some 40,000 people annually, offers inducements to advertisers seldom excelled in a country town, and we trust the outside large advertisers will see fit to avail themselves of the opportunity. We are at all times open to inspection, and invite the patrons of our service to check us up at any time. We are glad to note the interest taken in bill posting throughout the land, and am sure it will bring good results.

THE BILLBOARD offers unusual advantage to its patrons, and every bill poster in the country should reciprocate by giving it patronage. Yours respectfully,  
THE W. D. HUSTED ADV. CO.

Indianapolis, Ind., August 13, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Since last writing business has been excellent with me, except during the past two weeks, when it has only been fair. Taken as a whole, however, it has been much better than at the same time last year. Am working now on Butterick Pattern sheets, and have 30,000 books for Dr. Hobbs' Remedies to distribute next. Future prospects for a heavy fall trade are fine. Not much work in our line has been done here lately. Mail Pouch Tobacco people are here with several wagons, and their men are doing some good house-to-house work, so far as we have seen. Samples of "Grain-O" and "Allen's Foot-Ease" have been distributed here during the past month, and the work has been very poorly done, especially the "Grain-O."

We tacked 168 signs for the Hoffman Drug Co., New Rochelle, N. Y., advertising their "Hoffman's Headache Powders," during the latter part of last May. Their representative "Dr." Miles, agreed to allow us \$2.50 for the work and O. K'd the bill, and promised a prompt remittance. He wanted the work hurried up, which we did for him, and were out \$2.00 in putting the signs up. Since that we have spent more than the remaining fifty cents in trying to get a remittance or a reply from them. July 23d we drew on them, and same has been returned to us unpaid and refused. It is not the amount involved that we are kicking about, but the little unprincipled act of these people who term themselves "The Hoffman Drug Co.," who also do business under the name of Hayes & Morse. We would warn all distributors and others to get their pay first from these people.  
Yours very truly,  
GEO. W. VANSYCKLE.

## Purely Personal.

This department this month is crowded out by the demands made upon our space by the account of the I. A. of D. convention. THE BILLBOARD desires to acknowledge the visit of the delegates to the convention, who called on the editor in a body.—*The Post* of Cincinnati was much elated over Steubrenner's re-election, and dwelt at great length on the fact that he was the only one of last year's officers elected.—Will A. Molton is now a member of the I. A. of D., and an enthusiastic one at that. It is a good thing both for Mr. Molton and the I. A. of D.—Much disappointment was manifested over the absence of Lefebvre and Clough.

## DISPLAY ADVERTISING.

Under the above title a new journal, advocating bill posting made its appearance on August 1st. It is published by Mr. Edward A. Stahlbrodt from offices in the Cable Building, New York City. Mr. J. L. Hoff is editor. The subscription price is \$1.00 per year. The field is big and there is plenty of room for the newcomer. We bespeak for it a long and useful career. Bill posters generally should give it their immediate support, for papers are like solicitors, they create business and it is impossible to have too many of them.



## Give Me Your Bill Posting:::

AND SAVE TIME  
SAVE TROUBLE  
SAVE EXPENSE

I can place you throughout the entire United States, or in any section, promptly, cheaply and well.

Sam W. Hoke

Long-Distance Bill Poster,

Telephone Connection.

107 W. 28th St., New York.



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## THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.

Address all communications  
For the editorial or business departments to  
THE BILLBOARD PUBLISHING CO.

Subscription, \$5.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris; at Bréland's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraphic costs may be had by recourse to the International Cipher Code.

AUGUST 1, 1897.

WHEN the Associated Bill Posters' Association, at the recent convention in Atlantic City, disfranchised Haskins and elected Ames, his opposition to membership, it, unconsciously, perhaps, took a long step in the direction of the open association.

Henceforth no bill poster can hide behind his exclusive franchise, maintaining the while an inefficient service. He has to have the best service in his city or he is liable to be disfranchised at any moment. The organization, by its action, has established an exceedingly valuable precedent, albeit the means utilized were more or less brutal, for while Haskins' service and holdings were certainly inferior to those of Ames, they were in no sense bad. Under the circumstances his expulsion was a flagrant violation of the fraternal obligations implied in the relations existing between members of an association. The proceeding was a needless and heartless affront offered to an unoffending brother. It was unnecessary to eject him. No one demanded it; Ames less than any one else. It was done merely to conform to a senseless unwritten law of the organization. It will only succeed in lowering the association in the estimation of all just and fair-minded men.

ANOTHER precedent almost as dangerous as the other is commendable, was established when Portland, Me., was handed over to a man who acknowledged that he did not possess a single board in the town. This, too, when there is a service there which is reasonably well conducted. The organization retrograded, too, when it decided to grant special dispensations to members who are hampered by opposition in their respective cities. This means fight, a senseless and useless slashing of prices, which will work much harm to every bill poster in the country.

Every time an advertiser gets his paper posted for three cents in Albany or Troy, it is going to take him a long time to see why he should pay twelve in Rochester or Syracuse. Some of them never will be able to see it, and if compelled to post the high priced towns, will put out the least possible amount of paper for as short a showing as they can get along with. The special dispensation is not going to solve the opposition problem, and it is going to create much trouble for non-opposition cities. Possibly an intelligent trial of the open association plan may come in time. There is now really no objection to the plan itself. It is only its name that gags.

DESPITE disaffection, dissatisfaction and repeated defections from the ranks, all due to the inefficiency of the officers of the organization, the delegates to the International Bill Posting Association's convention practically re-elected the same officers. San Francisco and Providence had abandoned the organization on account of its impotence, and a large list of less important towns were only retaining their membership in hopes that a new set of officers would yet make the organization amount to something. Yet in the face of this condition of affairs the old officers were re-elected. There can be but one result—disaster. It has already set in. St. Louis, Peoria, Davenport, Burlington and New York are already gone, and the defections have scarcely begun. What might have been a great and stable organization will soon be nothing but a union of small towns, and that means an association of absolutely no importance, totally devoid of prestige and influence.

THE convention of the International Association of Distributors was characterized by business-like despatch and decorous procedure. We are enabled, through the courtesy of the secretary to present our readers with a condensed account of the meeting which we have made from a complete stenographic report. It is only lack of space which prevents our giving the proceedings and deliberations in full. The discussions were thorough and exhaustive. President Reid possesses the peculiar gift of drawing every member out and getting his views before the convention. As a result every member present enjoyed an opportunity to profit by the experience of nearly every other member of the organization. Many a wrinkle and pointer was obtained in this wise, often from the most unpromising and unexpected sources. There was not a delegate who attended but felt amply repaid for the time and money expended on the trip. Each and every one, too,

returned home an enthusiastic supporter of the organization and a determined and earnest advocate of its aims and objects.

WE cannot commend too highly the selection of officers made for the ensuing year. Each and every one of them is particularly fitted for the position he holds. Mr. Reid, of Kansas City, is a man of ripe judgment, great executive ability and much force of character. He is a thorough parliamentarian and, in short, an ideal president. Mr. Case, of Ft. Wayne, the newly-elected Soliciting Secretary is also splendidly adapted for that portfolio. He has good address, great knowledge of the business and an inexhaustible fund of arguments in favor of distributing at his command and this cannot fail to make his services of great value to the association. The vice-presidents are also well chosen. Each is a zealous member of the organization, and all are prepared to sacrifice time and effort in its behalf. Mr. W. H. Steinbrenner was, of course, re-elected secretary and treasurer. He has filled the position so satisfactorily and has worked so hard for the organization that he was chosen by the members as with one voice.

An article on another page by Sam W. Hoke, entitled "The True Story of a Wonderful Success" fails to mention one very important item, namely, that the entire bill posting and advertising appropriation for the George W. Childs 5c Cigar has from the beginning been in the hands of Sam W. Hoke. And we cannot allow Mr. Hoke's modesty to prevent his receiving full credit for his share in the wonderful success of the manufacturers of the Childs cigar.

## NEW YORK NEWS.

Harry Munson is removing to much larger and more central quarters at 4 Murray street, just off Broadway, where he has what is practically three large floors—the ground floor, basement and sub-basement. His old location, 42 Duane street, is being demolished to make room for the widening of Elm street. New paper on Munson's boards: Boro Lithia Water, Tannhauser Beer, Pepper Whiskey and Hawes Hats fall p-sters.

A. Van Beuren & Co. have bought out Col. Joe Blakeslee, of New Haven, and are rapidly making an up-to-date plant there. Guy Ackerman is in charge. Van Beuren's boards have the Grumbler 5c Cigar and Buffo Cigarettes exclusively, and Pepper Whiskey.

Mr. Underhill, of the California Fig Syrup Co., says distributing cannot be done at a profit at \$1.50 per thousand, except in a very few cities where numerous families live in one apartment house, with letter boxes at the door for each family; he says he has done distributing for fifteen years, and that he never could get men who were able to put out, one only to a house, a thousand pieces a day. The men get \$1.25, and a foreman or superintendent is needed for every four men.

Mr. George E. Throop, of the New York Journal, is having the frames on the Journal's poster stands painted a deep red. He is experimenting on a mechanical eagle to perch on top of the frames,

which is expected to flap its wings every half hour and to cry out "To Hindsdale with Pulitzer."

Billy Lowden is the proud papa of a bouncing boy, the only billposter in New York who can boast a boy.

Regan & Clark have Pepper Whiskey, Santal Midy and Big G among the new paper on their boards.

Sam W. Hoke is sending out paper for Childs Cigars, Admiral Cigarettes, Hawes Hats, Saver Tonic, Girl from Paris Cigars, Adeline Patti Cigars, Hazel Kirke Cigars, and a few dozen other articles as usual.

The value of good boards has been once again manifested here. For the last two or three weeks not a day has passed without rain; sometimes it has been a drizzle, and sometimes it has been a storm, but it has every day been rain of some more or less consequence. As a result most of the surface billboards are in a terrible condition; the boards on tops of houses here are built of metal, city ordinances compelling it. All of these, and also those new boards of Munson's on the surface that are made of metal are in good condition, but the other boards—oh, my!

## OUR VOTING CONTEST.

THE BILLBOARD will send the bill poster receiving the largest number of votes to England next July. He will travel first class in every way, and all of his railroad, steamship and hotel bills will be paid by us.

Fill out the following coupon and mail it to THE BILLBOARD on or before Sept. 1

In my estimation,  
is the most popular bill poster in America and best fitted to represent our craft at the British meeting.

Notice is hereby given that all coupons of the July issue must be voted before September 1st or same will not be counted. The vote is so light we are led to believe they are being held back. We have, therefore, adopted the rule that in the future all coupons must be voted during the month that they appear. Any parties who are hoarding July coupons will please note that they will be declared invalid on and after September 1. Vote them now.

## HOW THEY STAND.

|                    |    |
|--------------------|----|
| Geo. M. Leonard    | 11 |
| R. C. Campbell     | 10 |
| H. W. Walker       | 8  |
| Jas. F. O'Melia    | 8  |
| Edw. A. Stahlbrodt | 6  |
| Chas. Vogel        | 6  |
| Al. Bryan          | 4  |
| Jas. A. Curran     | 2  |
| Geo. Castner       | 1  |
| J. Ballard Carroll | 1  |
| John G. Reese      | 1  |
| P. F. Schaefer     | 1  |
| L. H. Ransay       | 1  |
| E. C. Donnelly     | 1  |
| Isaac Monk         | 1  |
| Geo. H. Seibe      | 1  |
| Albert Weber       | 1  |
| Jas. H. Staats     | 1  |
| Frank Fitzgerald   | 1  |
| J. J. Flynn        | 1  |
| P. P. Oliver       | 1  |

We have received votes for Sam W. Hoke, Harrison Haynes Hubbard, Hote and W. H. Steinbrenner. None of these gentlemen are bill posters, hence they are not eligible to enter the contest, and the votes have not been registered.

## Signs &amp; Sign Painters

Address all communications for this department to  
R. H. FORGAYNE, Pickerington, O.

There has been so much written about contrast and harmony in sign work, that it seems superfluous to say anything more. There is one thing sure, however, a poor sign in high contrasting tones looks better than a poor one done according to the rule of harmonious coloring. Very few sign artists are so gifted that they can produce an attractive sign, that is, one that will attract attention so as to be valuable as an advertising medium, in harmonious colors throughout. The majority either give it a muddy or hazy appearance, which detracts from its legibility or renders it inconspicuous, the two factors which enter largely in good sign painting. The sign painter will seldom make a mistake, when using two warm or cool colors contiguously, to intersperse a cool color between the warm colors, or a warm one between the cool colors, as the case may be. By using this intermediate color the opposing colors are neutralized, which gives a kind of harmony to the whole, although the two opposing colors may be strong in contrast, one with the other. Red and yellow, and all tints in which either of these colors predominate, are known as warm colors, while blue and all tints in which it is the leading color, are the cool colors. Thus green would partake of both by reason of its being composed of a warm and cool color. The nearer it approaches toward yellow the warmer it is, while a tendency toward blue gives it a cool effect. All admixtures of any of the three primaries—blue, yellow and red, are termed the secondary colors, and mixtures of the secondaries are called tertiaries. Hence it is an easy matter to tell which are cool and which are warm tints by noting which of the three primaries is most prominent in the mixture. It would be a decided error to interpose a strong red line between two warm colors, such as a rich brown and a yellow, or a maroon, etc. Such a procedure would give the work a muddy effect. It would also be an error to place a brilliant blue between two greens, or any other colors in which blue is the dominant color.

The following table is taken from Allison and is considered the standard by most decorators.

| This Color | Contrasts With | Harmonizes With      |
|------------|----------------|----------------------|
| White      | Black, Brown   | Any color.           |
| Yellow     | Purple, White  | Orange & Pale Orange |
| Orange     | Blue           | Red-Pink             |
| Red        | Green          | Crimson              |
| Green      | Red            | Yellow               |
| Purple     | Yellow, White  | Crimson              |
| Black      | Pale Colors    | Deep Colors          |
| Gold       | Dark Colors    | Light Colors         |

Familiarity and practice will enable the painter to overcome the glaring contrast of colors by the interposition of a neutral tint or tints. The annexed table may serve as a help to those who do not understand the arrangement of colors.

White—As a ground color, sets off well with blues, purples, violet, reds, greens, browns, etc. White may be used with either the cool or warm colors.

Black—Sets off drabs, pink, lemon, gold, light blues, greens, purple, salmon.

Blue—With gold, pink, lemon, flesh, pearl, buffs, yellows and drab.

Green—With gold, purple, pink, lemon, dove, flesh, stone, pearl, light greens and yellow.

Red—With lemon, pearl, gold, pale blues and greens.

A very good rule to follow when using two or more colors in the ground, or in shading letters with two or more colors, is never to place two colors of the same depth of tone side by side without lining them with a relieving color—for instance, light blues with light greens, and vice versa, without dividing with a line of white, pink, pearl, etc. Colors of the same depth of tone, when placed side by side, will always glimmer.

The transparent colors are terra de sienna, asphaltum, carmina, rose pink, chemical brown, all the lakes, gamboge and all the gums. You have, no doubt, often noticed when using any of these colors that they sometimes work crumbly. This is due to the use of turpentine. Turpentine should never be used with transparent colors. The best vehicles in which to mix them are bleached boiled oil or white varnish. Raw oil does very well, only that all transparent colors are difficult to dry.

Flattening must not be touched up after it is finished, or it will show a gloss at the touched up places.

In cold weather signs may be made faster by heating them so as not to blister, then setting them in the cold. Something queer about this, but a sign, by so doing, may be made to dry in half the time that it would take were it left in the same temperature. It still may be made to dry faster by alternately heating it and then cooling it.

An excellent elastic varnish for cloth signs may be made with very little trouble, as follows: Add to 8 oz. of boiling linseed oil  $\frac{1}{2}$  lb. of India rubber, cut fine; when thoroughly dissolved, add 8 oz. of good turpentine, and boil slowly until clear. It dries slowly, but makes a brilliant, durable varnish, leaving the cloth pliable, and will not crack.

Embossing on the surface of gold is done with sienna, umber, etc., for the darks, and white, high yellows, greens, blues, gamboge, etc., for the lights. When the ornament is to be done on gold—that is, laid on the inside of glass windows—put the ornament on the glass and lay the gold over it.

The best way to learn shading and shadowing of letters is to have a few cut out of solid wood. Then by placing them in different positions to the light different shadows will be cast. By standing away a few feet and copying the letters and shadows, more about shadowing and shading may be learned in a few hours' practice than can be told in a volume. Shading is supposed to represent a letter as when cut from a block of wood. Shadowing is representing shadows cast by an object, such as a painted wood letter. No matter what the color of the letter is, the shadow should always be dark and of one color. If the letter is shaded and shadowed both, the shadow will always be on the opposite side of the shading. Where painters make a mistake in shadowing, is by using opaque colors. The shadow to a letter, no matter whether shaded or not, should be merely glazed on the surface; hence, transparent colors, such as umber, vandyke brown, asphaltum, etc., should be used. I have frequently noticed letters shadowed with a dense black, which is altogether wrong. A shadow of any object is always transparent. The nearer the truth is represented in sign work, or in work which is intended to give natural results, the more satisfactory the outcome will be.

A ground made to represent marble is very pretty for some kinds of sign work. It looks complicated, but it is easily done. Paint with lead color for gray marble, and white lead for white colored marble, and vein and mix with black and slate color, according to the kind of marble, by drawing it through the wet paint with a brush, then blend the edges with a dry brush while the paint is still wet.

Never wash the hands in turpentine. It relaxes the muscles and injures the joints. How often do we hear old sign painters complain of nervousness? No person is so strongly constituted as to be able to stand washing the hands in turpentine two or three times a day for weeks at a time without becoming nervous, when four ounces of it has been known to throw an adult into convulsions. The excessive use of turpentine is more dangerous than white lead to some persons.

## THE BILLBOARD

Red ochre is a very effective color for shading in gold or gilt signs, and when properly calcined is very durable.

I have found by years of experience and close observation that too much oil is invariably the cause of scaling and blistering so frequently seen upon sign boards. The best way to fix a sign board so that it will stand years of exposure is to first give it a flowing coat of shellac varnish. When this is dry, mix up as much white lead as required, beating it up in raw oil to a stiff paste. Add the necessary dryers and thin to a working consistency with good turpentine, and give the signboard a full, even coat. When perfectly dry, rub down with pumice stone and water. Do not use sandpaper for nice work. Putty up all places needing it with a putty made from common whiting putty and white lead, mixed half and half. The second coat should contain less oil and more turpentine, while the last coat should still have less oil and more turps say one-third oil and two thirds turps. The facts herein stated are patent, as in coach painting, the more oil the more contraction and expansion, hence its greater liability to scaling and cracking. No other method of preparing signboards is equal to the one given here. The experience of our best painters of all classes will bear us out.

Nine-tenths of our sign painters make an error in making a Roman G. The last limb should terminate at seven-sixteenths of its height, or a little less than half of its height; terminating at a point higher or lower than this throws it out of balance, making it look either top or bottom heavy, as the case may be.

The path of the traveling advertising sign painter is not strewn with roses by any means. The following paragraph, taken from *Comfort*, although both sides of the question is fairly well presented, shows the contempt in which his work is held by a certain class. The cultured class is held up as the critics, but the fact of the matter is, the newspapers are the folks who are leading the attack. Already several states have passed laws prohibiting painting signs on rocks, etc.

Every summer sees a revival of the crusade against the advertisers. Not those who advertise in the newspapers. Oh, no! It's against those who consider that natural scenery is a background for a flaming "ad" advising all the world to use Pickering's Pills or any other of the alliterative aids to agony that the scheming brain of the hustling Yankee nature makes devise. One may travel for miles between great signboards that set forth the merit of all sorts and conditions of articles from a wheel to a bar of soap. The eyes of the traveler catch the same startling directions to use the self-same article from one end of the country to another. It does spoil the landscape and it does ruin the quiet beauty of many farm scenes. The old, gray, weather beaten barn has lost all its poetry and becomes merely a background for advertisements. All this seemingly wanton desecration offends the few whose sense of artistic beauty is well developed. It is viewed with indifference by the mighty many, while it furnishes material for philosophizing to a few.

Those gaudy signs, with their grasping insistence, illustrate more than the articles whose virtues they proclaim. Each and every one is an altar to the God of the American People—the Mighty Dollar. They are outward and visible signs of the mad rush for wealth that characterizes this stage of our civilization. When that which has been acquired, it may bring with it leisure for culture and development of the artistic sense of the nation. The signs mark a certain stage of newness. The natural scenery and the beautiful beauty of the primitive state, but the first touch of man's hand is to mar. He makes it more beautiful after he has conquered from the land the wealth that helps him to appreciate beauty. No more significant symbol of the great and growing commercial spirit that is in the American people could be found than is shown by these same advertisements. They are ugly, they offend the eye, they ruin the landscape, they make our journeyings abroad one long recital of all the ills that flesh is heir to, but they show the ruling spirit of the American nation. Crude, inartistic, unlovely, too busy to know what a Philistine it is, but quick to grasp possibilities and hopeful of result—that is the spirit that has painted every rock and fence and sidewalk with its demand for "your attention and your patronage." Undoubtedly, these people are doing the best they know how, and while to the cultured that best may seem like "worst," to the curious it is not without its charm as a commentary on the age and the people.

Newspapers have had something to say about the billboards; hence, it would not surprise me to see them make a combined attack on them. When anything gets in

a newspaper's way it always appeals to the legislature for prohibitory statutes. I have noticed that some of the billboard men oppose license. License will be the only protection when the fight is on, and which is bound to come sooner or later. I believe, if I were a member of a bill posters' association, I would urge them to do some thing before the ball gets started.

## Answers to Correspondents.

J. E. F.—Asks what I answer here. Too much punctuation is worse than not enough. Place a period after each abbreviated word, no matter where it occurs. Where the firm's name is given, with the name of the city following, for example, J. J. Jones, Bellefontaine, Ohio, use a comma after the firm's name and also after the name of the town; also after the name of the street, if that should be given. I believe less errors would be made by those who do not understand the rules of punctuation to use periods after all initials and abbreviations and commas after full words where a separation appears to be indicated, except at the end, then a period should be used. If one is not sure there should be a stop at a certain place in a sentence, better not use any. A good way to learn sign punctuation is to notice how advertisements in newspapers are punctuated.

Amos N.—No. Use whiting to make a distemper color lighter. Do your matching when wet. All kinds of distemper dries light. Mix them several hours before using, or they will be apt to work streaked.

F. J. K.—For painting on cloth, silk, etc., for Masonic, Odd Fellows' aprons, banners and similar work, first stretch the muslin or silk on a stretcher and rough out the design. Prepare a size as follows: Dissolve bleached shellac in alcohol, and thin as much as will cover the parts to be painted or gilded, using the precaution to cut over the outlines a little, so as to prevent the color from spreading. When the cloth is not intended to be exposed to the weather a size made from the white of an egg will do.

A size for gilding on cloth, etc., may be made as follows: Take a little honey, combined with white glue, and reduce it to a working consistency with water. This size has the effect of brightening the gold leaf, giving it a fine luster.

Another—Dissolve a little India rubber in boiling oil or turpentine, add a little of it to thin paste while both are hot. This is an excellent size.

Another—Slack a little lime in hot water and mix with skim milk, half and half. Strain and dip the muslin into it. When dry it is insoluble in water, and will last as long as the cloth lasts.

Another—Dissolve one ounce of melted white wax in a quart of turpentine by degrees, and put on warm with a brush. Make it thin.

Either of these sizes will prevent from presenting a ragged edge.

## Brains the Essential Element.

"What do you mix your paint with to produce those wonderful colors?" asked a visitor of Sir Joshua Reynolds. "With brains," curtly answered the great artist. The same is largely true in regard to the much-admired products of modern high-class printers.

## Newspapers and Magazines.

Every newspaper treasures up in its memory the names of its friends and, likewise, its enemies. It seldom, if ever, overlooks an opportunity to assist the former, but never goes out of its way to boost the latter. Human nature is pretty much the same everywhere. P. Ople who show the newspaper man kindness never make a better investment or one that more surely pays them a hundredfold sooner or later. As has been truly said, there comes a time in the life of every man when a word said by a newspaper either makes or unmakes the individual mentioned. —Pemaquid (Me.) Messenger.







# THE BILLBOARD

ky county Fair Sept 21 to 24  
A C Plagman treas Jas A

county agr society No fair  
miss sec

county Fair Oct 5 to 8 V  
Ben B Whiteman treas J

Missville

county Fair Aug 23 to 27 J  
Clisile Ed Ammon treas Gor-

ville Fair Sept 7 to 10 J M  
E Coburn sec

county Fair S P Scott  
treas H L Wiggins sec No

ala county Fair Sept 21 to 24  
Geneva L M Cornwell treas


## OHIO

ounty Fair Sept 7 to 10 W  
A M Rice treas F H Ruff  
Stock and Agr Co H  
Bidwell treas J J Tobes sec  
ld county Fair, Oct 13 to 16  
anda C B Whaley treas W  
ounty Fair Sept 14 to 17  
F M Cunningham treas  
y Fair Sept 14 to 17 Henry  
W Euston treas Elida T B  
county Fair Sept 7 to 10  
res Summerford M L Rea  
treas  
county Fair Sept 7 to 10  
ounty Fair Sept 14 to 17  
J H McConnell treas J C  
ounty Fair Sept 28 to Oct 1  
res S N Titus treas J E  
ounty Fair Sept 28 to Oct 1  
es New California C S Chap-  
orter sec  
ounty Fair Sept 1  
alker pres J W McIlhenny  
rd pres  
Fair in 1957 F S Barr sec  
ounty Fair Sept 7 to 12 S  
A T Spitzer treas Hiram  
es County Fair Sept 28 to  
rd pres W G Rudy treas G  
etlier Fair Sept 21 to 24 J


**res Wyon**

P. Rotenberg treas C C  
county Fair Oct 5 to 8 C  
Russell treas C O Miller sec  
sterling Fair Co W R Rich-  
n R Aug 31 to Sept 3 H  
F B Heller treas J L Hal-  
demoner Fair Aug 24 to 27 B  
nony A J Crilly treas A D C  
Bremen Tri-County Fair  
Fred Wiemeyer sec  
Central Ohio Dist Fair Oct  
s pres Albert Wolfe treas  
erry county Fair Sept 14 to  
s Patrick Coyle treas Chas  
London Fair assn Running  
ad 11 Trotting meeting Aug.  
pres O G Carter Jr sec  
nity Fair Oct 14 to 17 R  
F Williams treas Proctor E  
Fair County Fair Oct 5 to 9 A L  
nity Fair Oct 6 to 8 Sallee sec  
nity Fair Sept 14 to 17  
B Jackson treas George F  
nity Fair Oct Sept 14 to  
nity H G Fish sec  
nity Fair Aug 25 to 27  
F W Camper treas J J  
nity county Fair Sept 8 to 10  
Belle J W Rucker treas W

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**CO., ILL.**



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BALLOONS  
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## Portmen

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**CO., ILL.**



**Hydrogen Inflating  
Balloons, Whips,**

## Portmen



**Hydrogen Inflating  
Balloons, Whips,**

## Portmen

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**BALLOONS**



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1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

Rock Island Que Stanstead Fair Aug 18 and 19  
 E F Ball sec Rock Island Que  
 Sault Ste Marie Ont Algoma  
 Brown sec Sault Ste Marie  
 Sherbrooke Que Great Eastern Exhibition  
 Aug 30 to Sept 4 H R Fraser sec Sherbrooke  
 Que  
 Simcoe Norfolk Union Fair Oct 12 to 14 J Thos  
 Murphy sec Simcoe  
 Stayner North Simcoe Oct 5 to 7 Arch Hill sec  
 Stayner  
 Stratford North Perth Agr society Sept 23 and  
 24 John Brown sec Stratford  
 St Johns N B Exhibition Assn Sept 14 to 24  
 Chas A Everett sec St Johns N B  
 Three Rivers Que St Lawrence Valley Sept 2  
 to 11 J A Frigon sec Three Rivers Que  
 Tilsonburg Seftonford Union Fair Sept 28 and 29  
 Alex McFarlane sec Otterville  
 Toronto Ont Victorian-Fra Expo and Ind Fair  
 Aug 30 to Sept 11 H J Hill sec Toronto Ont  
 Van Kleeck Hill County of Prescott-Agriety  
 Sept 14 to 16 Fred W Thistlewaite sec Van  
 Kleeck Hill  
 Walkercetown West Klnn Fair Sept 30 and Oct 1  
 Alex McCallum sec Walkercetown  
 Walkerton Ont Northern Exhibition Sept 15  
 and 16 W S Gould sec Walkerton Ont  
 Wellesley Wellesley and North East Hope Sept  
 14 and 15 Geo Hanger sec Wellesley Ont  
 Whitby Ontario and Durham Sept 27 to 29 Jos  
 White sec Whitby  
 Winchester Ont Winchester Township agr so-  
 ciety Sept 7 and 8 S S Reveler sec Win-  
 chester Ont  
 Winnipeg Man Winnipeg Exhibition July 19  
 to Aug 24 F Heubach sec Winnipeg Man  
 Woodbridge Woodbridge Fair Oct 19 and 20  
 Thos F Wallace sec Woodbridge  
 Woodstock North Riding of Oxford Sept 22 and  
 23 R B Newland sec Woodstock

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to let to one party, if the right man applies.



## CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Buffalo N.Y. G.A.R. Reunion Aug 23 to 28  
Chicago, Ill. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.  
Chicago Ill. Illinois Manufacturers' Exposition of Home Products Coliseum Sept 25 to Oct 16  
Chicago, Illinois Agr. Fair Coliseum November  
Cincinnati O. Grand Court Ohio Foresters. 1898  
Cincinnati O. Ohio State Library Assn Oct 5 to 6  
A.W. Whelpley pres  
Cincinnati O. Brotherhood of Locomotive Firemen Jan 21 J.V. Reynolds sec  
Dayton O. Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set  
Denver Col. Mountain and Plain Festival Oct 5 to 7  
Denver Col. Biennial Session of Supreme Court of Foresters of U.S. Aug 24 to 28  
Denver Col. American Assn of General Baggage Agents Oct 13  
Denver Col. Gold Miners' Convention July  
Indianapolis Ind. Conclave of the Supreme Lodge K of P and Tuesday August 198  
Kansas City Mo. Priests of Pallas Parade J.P. Loomis pres. L.B. Cross sec  
Mt. Clemens Mich. Convention of Gas Men May 19 to 21 1898  
Nashville Tenn. Old-Time Telegraphers' Assn Sept 15 to 17  
Nashville Tenn. Laundrymen's National Assn Sept  
Nashville Tenn. Cripples' Convention Wm R. Trower sec 911 Union Trust bldg  
Orlando Fla. National Good Roads Congress Feb 2 1898  
Philadelphia Pa. German American Journalists' Assn Date not decided  
Pittsburg Pa. Grand Encampment of Knights Templars 2d Tuesday in Oct W.B. Melish Jr Junior Warden  
San Francisco Cal. Northern Baptist Convention 1899

## Poultry Shows.

Amesbury Mass. Amesbury Poultry and Pet Stock Assn. M.H. Sands sec  
Ashland O. P. Assn Dec 22 to 25 H.A. Mykranitz sec  
Auburn Neb. Nemaha Valley P. Assn Nov 30 to Dec 3 Rhodes J. L.L. Alsbaugh sec  
Bloomington Ill. Bloomington P. Assn Dec 15 to 21 B.N. Pierce J. D. Shipley cor sec Norma Ill. Bluffton O. Consolidated P. Assn Feb 1 to 5 H.A. Bridge J. D. J. Kohli sec  
Buffalo N.Y. Erie Co. P. Breeders' Assn Jan 3 to 8 E.C. Fouse sec  
Cedar Rapids Ia. Linn Co. P. Assn Jan 10 to 15 B.N. Pierce J. Chas H. Playter sec  
Chicago Ill. National Fanciers' Assn Jan 24 to 29 Chas S. Weaver sec 100 Washington street  
Cleveland O. Northern O.P. and P.S. Assn Dec 6 to 12 F.R. Hunt sec  
Clinton Mo. S.W. Mo. P. Assn Dec 14 to 17 W.H. Talbert sec  
Danbury Conn. Danbury and Bethel P. Assn Dec 8 to 11 F. Bowman sec  
Detroit Mich. Michigan State P. and P. Assn Jan 3 to 5 F.W. McGee sec Concord Mich. Dec 15 to 18 D. H. Rock River Valley Poultry Assn Dec 14 to 18 Shellabarger J. F.W. Fargo sec  
Hamilton Va. Old Dominion P. and P. Assn of Loudoun Co. Nov 2 and 3 R.N. Reed sec  
Haverhill Mass. Merrimack Valley Poultry Assn Dec 28 to 30 Geo H. Greenman sec  
Indianapolis Ind. Indiana State P. Assn Jan 10 to 15 Thos W. Potage sec  
Johnstown N.Y. Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H.J. Quilhot sec  
Kansas City Mo. Mid-Continental P. Assn Dec 25 to 30 F.M. Stutz sec  
Lebanon Mo. Laclede Co. P. Assn Nov 29 to Dec 4 F.W. Hitchcock J. Geo H. Hinds sec  
Los Angeles Cal. Los Angeles Co. Poultry Assn Jan 10 to 17 W. K. Kneiberg sec  
Louisville Ky. Kentucky State P. Assn Jan 10 to 15 H.A. Bridge J. Y. Bicknell JJ J.R. Mount sec  
Lagrange Ky. Mansfield P. and P. Assn Dec 29 to Jan 1 W. Elz sec  
Miamiburg O. Miami P. Assn Dec 5 to 10 H.A. Bridge J. Oliver L. Dosch sec  
Mt. Gretna Pa. Mt. Gretna Agr. Mecad and Ind. Expo Aug 15 to 20 M. Blanch sec  
Nashville Tenn. Tennessee Poultry Pigeon and Pet Stock Assn Jan 11 to 15 J.M. Hopkins sec  
New Haven Conn. New Haven Poultry Assn Dec 29 '97 to Jan 1 '98 N.D. Forbes sec Monticome Conn.  
New London Conn. Eastern Connecticut P. Assn Dec 15 to 18 Chas B. Smith acting sec

Oneonta N.Y. Oneonta P. and P.S. Assn Dec 14 to 17 Arthur J. Relyea cor sec  
Parsons Kas. Parsons and E.P. Assn Dec 7 to 10 B.N. Pierce J. R. Alexander sec  
Peoria Ill. Peoria Feathered Stock Assn Jan 4 to 8 Dr. J. Oglesbey Gable sec Peoria Ill.  
Princeton Ill. Central Illinois P. Assn Dec 20 to 25 A.C. Best sec  
Rochester N.Y. Rochester P.P. and P.S. Assn Jan 10 to 15 John J. Beveridge sec 88 Lowell street  
Rockford Ill. Northern Illinois P. Assn Jan 10 to 15 McClave J. A.H. Currier sec  
Sedgewick Kas. Harvey Co. Poultry Assn Dec 6 to 11 W.M. Congdon sec C.H. Rhodes J. Seneca Falls N.Y. Seneca Poultry and Pigeon Assn Fred Habel sec  
St. Louis Mo. St. Louis Fanciers' Assn Dec 13 to 18 J.H. Ahrens sec Butterfield and Bridge J.  
Tacoma Wash. Tacoma P. Assn Dec 20 to 31 Stephen Holbrook sec  
Titusville Pa. The Titusville Poultry Assn Dec 14 to 17  
Topeka Kas. Western Pigeon Club Dec 14 to 21 F.M. Gilbert J. M.F. Hankla sec  
Toronto Canada Victorian-Era Expo and Ind. Fair Aug 20 to Sept 11 H.J. Hill sec  
Wilkesbarre Pa. Wilkesbarre P. and P.S. Assn Dec 27 to Jan 1 E.S. Kirkhoff sec

## Dog Shows.

Morris Man. Manitoba Field Trials Club Sept 6  
Jno Wootton sec  
Newton N.C. Eastern Field Trials Club Nov 15  
S.C. Bradley sec

## Food Shows.

Topeka Kas. Mechanics' Fair Aug 17 to Sept 15  
J.H. Gilmore supt

## WAUKON FAIR.

SEPT. 14, 15, 16 and 17.  
"Biggest County Fair in Iowa."  
Immense Crowds.  
PRIVILEGES FOR SALE.  
WM. S. HART, Sec., Waukon, Ia.

Scranton, Pa. 654 Deacon,  
J. H. Belts, member L. A. of D., samples put out, circulars distributed, signs mailed, P. Work is guaranteed. 200,000 people in Lackawanna County. 1197

## KNOX

Bill Poster, MEADVILLE, PA. Distributor.

## DENVER, COLO.

The Curran Bill Posting & Distributing Co. J. H. Belts, member L. A. of D., samples put out, circulars distributed, signs mailed, P. Work is guaranteed. 200,000 people in Lackawanna County. 1197

## Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 118

## Aurora, Ills. B. MARVIN,

Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000. 1197

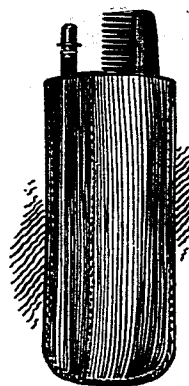
Jackson, Ga., C. A. Henderson & Co. Member L. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Planilla, Macon, Forsyth and Barnesville, includes population of 175,000. 117

## Grand Rapids, Mich.

George M. Leonard, Reliable Distributor

## ADVERTISING NOVELTIES.

One of the best on the market is our Leather Comb and Pencil Case, with advertisement neatly printed on in silver leaf. Cases contain a good Comb and Pencil. Sample, 10c.



## PARKER & HAFNER

WILLIAMSPORT, PA.

STREETMEN: We have something good for you.

## The CENTRAL OHIO FAIR CO'S GRAND CARNIVAL, Orrville, Ohio, Sep. 14, 15, 16 and 17

Everything GOES this year. Fine, Funny and Fuzzy.  
Manage a of Special Attractions write quick, and Privilege Men of all kinds invited this year.

PROCTOR E. SEAS, Secretary.

## Co-Operative Salesmen's Co. ADVERTISING AND INTRODUCING.

INDIANAPOLIS: Stevenson Building. CHICAGO: 183 Dearborn, Room 108.

We distribute Samples, Circulars or Booklets. We tack Signs. We introduce and sell goods, all at a small fraction of what it now costs you, and in places difficult to reach in any other way.  
We guarantee our work.  
Write us and let us explain how we do it, and what it costs.

## The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 46 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per page line, with 20 per cent additional for specified position.

| LARGER ADVERTISEMENTS.   | LITHOGRAPHED PAGES.                          |
|--------------------------|----------------------------------------------|
| Whole page ..... \$50.00 | Page 2 of Cover, in 2 colors ..... \$100.00  |
| Half page ..... 27.50    | Page 3 of Cover, in 2 colors ..... 100.00    |
| Quarter page ..... 15.00 | Page 4 of Cover, in 8 colors ..... 200.00    |
| Eighth page ..... 8.00   | Double page center, in 8 colors ..... 300.00 |

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9x12 1/2.

## THE ... EDISON MONEY LATEST MAKER. 97 MODEL

## PROJECTOSCOPE

The most perfect, cheapest and simple screen machine in the world, producing full life-size pictures. We have 1,000 different subjects to choose from.  
Price of Machine, only \$100.00. Films \$15.00.

We also rent machines, with films and services of operator. Write for terms and book your own time.

N. Y. FILM AND CAMERA CO., 44 PINE STREET, NEW YORK.

## THE NORTHERN WISCONSIN STATE FAIR,

At Chippewa Falls, September 14 to 17, 1897.

\$6,000 Premiums for Farm Products. \$3,000 for Horse Races. \$350 for Bicycle Races. Fastest Track in the State.  
Send for Premium List. Low Rates on All Railroads. JESSE R. SHARP, Secretary.

WANTED, AGENTS, to sell our elegant

## ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

## The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

## TRENTON, New Jersey The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.  
WM. R. WILLIAMSON, Manager

HENRY C.

## CROSBY ADVERTISING SIGNS

Romaine Building.  
PATERSON, N. J.

ESTABLISHED 1870.  
CHARLES W. YORK,  
Bill Poster and Distributor.  
HAVERHILL, MASS.  
I make a specialty of Distributing. Reference if required. 1197

## "Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

## C. M. Smith & Co., Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000. 1197

MEMPHIS, TENN.  
Van Beuren & Co., Bill Posters and Distributors, 224 Second street. 11

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.



## YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address  
THE ADVERTISING WORLD, Columbus Ohio.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc.

Playing Cards and Ivory Go ds.

Club Room Furniture, Faro and Poker Chips, Sporting Goods.

## OGDEN & CO.

Manufacturers of Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.  
New Designs Every Month. Largest Factory in U. S.  
Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

## John T. Williams, Bill Poster, 346 MORRISON STREET, PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.  
Population 90,000. Established 1868.

## FRANK M. DUEL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population. 15,000.

## The W. D. Husted Advertising Co.

Town and Country... BILL POSTERS, Distributors, Bulletin Sign Painting, AND Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

## WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

MANSFIELD,  
The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

## Evansville, Ind. 75,000, Licensed Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. 1197

A. E. BENTLEY,  
Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

## WOODLAND, CAL. Dietz & Glendenning, Bill Posters. 1197

## C.F. Bangasser & Co. CITY BILL POSTERS AND DISTRIBUTORS, 117

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 38  
MC MINNVILLE, OREGON.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

## CARLISLE, IND. Sullivan Co., R. J. Chilcote, Distributor. n

## Societies, Agents, Streetmen Everywhere

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions, Medals, Buttons, Rosettes and Shamrocks. Photographs (cabinet size) \$3.00 per 100, - \$25.00 per 1,000, best quality. Novelties in watch charms. Queen of England Jubilee Flags, buttons badges and photos. Decorations flags of all nations; lanterns and shields. "Little Brown Jug," ladies bicycle purse and jewel bag; Bicycle sundries. Send for catalogue, free sample given with each catalogue. W. F. Miller & Co., 23 Duane Street, New York.

## MILFORD, MASS. Population 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express. 12-12

## HIGGINSVILLE, MO. Pop. 5,000 The Greatest Country on Earth.

## RIGG BROS., The only Licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters. 117

Pittsburg, Pa. Pop. 500,000. Established 1882. The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY. J. T. HUDSON, Manager.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents. Work promptly and properly executed. C. B. WOODWARD, Mgr. FORT WAYNE, IND.



## ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

**Strike while the Iron is Hot!**

We can reach all these people.

Send us your booklets, samples, or circulars or any kind of advertising matter.

**D. J. Lefebvre Adv. Co.**

**RELIABLE DISTRIBUTORS.**

Box 493, Manchester, N. H.

Keep Our Address For Future Reference.

**Kansas City, Mo. Pop. 300,000.**

Midland Advertising Co., Joseph Held, Mgr. Distributing, Tackling, Reliable Men only. All towns in Jackson and Wyandotte cos. Mem. International Ass'n of Distributors.

**Mexican International R. R.**

**EAGLE PASS ROUTE.**

The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

**WAUKESHA, WIS.**

Cadwell F. Mevis City Bill Poster and Distributor. 638 Main Street. n97

**Utah and California!**

Are two of the most magnetic names in the roll of States, and the best way to reach them is over the

**RIO GRANDE WESTERN RAILWAY,**  
"Great Salt Lake Route."

As the titles indicate, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superb equipment and fast time. Write to F. A. WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

**Chicago, Ills. J. A. CLOUGH,**

Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

**L. A. DANIELS,**

City Bill Poster and Distributor,

**SANTA CRUZ, CAL.**

POPULATION 8,000.

Member International Bill Posters Association of United States and Canada.

## Let's Figure



What the distribution of your advertising matter in Atlanta would cost. You can do all the figuring afterwards—the result figuring. 'Twill keep you busy.

**EDWARD B. BRIDGER,**

608 Temple Court,

ATLANTA, GA.

M'CALL, AD-WRITER.

1891. "Everything comes to him who hustles while he waits." 1897.

**The Hustler Advertising Co.**

Prompt personal service guaranteed at all times.

**OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.**

The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET.

FORT WAYNE, IND.

## AGENTS WANTED

Either ladies or gentlemen, to sell our new

**HIGH-GRADE TOILET SOAPS AND PERFUMES,**

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

**THE MINETEAUX SOAP & CHEMICAL CO.,** 38 East Third St., CINCINNATI, O.

DON'T FORGET

**COLUMBUS, GA.**

And when you advertise, send your paper to

**The Star Bill Posting & Sign Co.**

13,700 SQUARE FEET

Billboards put up SINCE MARCH 1st, 1897, and still building. All boards are built of matched lumber. Address,

**EDWARD H. GRUZARD, Manager**

Population 30,000. 150 Three-Sheets.

**THE AULT & WIBORG CO'S POSTER INKS**

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI NEW YORK CHICAGO

## Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**

146 Franklin St., Boston.

**Cincinnati, O. Pop. 350,000.**

Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati.

What is worth doing at all, is worth doing well.

**JOHN H. JONES,**

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000. Dwellings, 85,000. Member I. A. of D.

Office, N. W. Cor. Mount & McHenry Sts., BALTIMORE, MD.

**OREGON SIGN CO.**

Bill Posters, Distributors and Sign Painters. Box 374, Oregon City, Oregon. 1997

**THE MANHATTAN PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON.

ARTHUR CASSOT, Manager.

Knickerbocker Building.

No. 2 West 14th St., New York.

Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

HON. CHAUNCEY M. DEPEW

is one of our regular patrons.

HON. CALVIN S. BRICE:

You have the best facilities of anyone in the field in your business.

**BELVIDERE, ILLS.**

Fred. W. H. Bill Poster, 312 Casswell St., Ill.

**STERETT Show Printing Co.,** San Francisco, Cal.

**TROY, ILL.**

F. C. Gates, Bill Poster and Distributor. Reference furnished. n97

If you are an up-to-date advertiser you want the late and best advertising novelties.

Before placing your order write

The Adv. Novelty Co., 32, 34 and 36 E. 3d St.

CINCINNATI, OHIO.

Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards

Calendars, Panels, Shapars, &c.

A STATEMENT TO BE PROUD OF

WE HAVE PRINTED OVER 2,000,000

**Letter Heads** IN THE LAST FOUR YEARS. EVERYBODY SATISFIED. DO WE FIRST KNOW OUR BUSINESS? PRINTING & ENGRAVING. 325 BROADWAY ST. CHICAGO.

All Kinds of Printing and Engraving.

SEND FOR A COPY OF

**Business**

The Office Paper.

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read BUSINESS is a liberal commercial education in itself.

The office of BUSINESS is to be in every office.

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO.,

11 Astor Place, New York.

National Advertisers estimate the value of a newspaper by the amount of local advertising it carries, rightly inferring that local merchants know the paper which brings them the best returns. Nothing goes further in impressing them with the value of the billboards than to see them well covered with local work. MORAL: To get the patronage of the National advertiser begin at home. Interest your local merchants. Donaldson Posters will do it. You only need to show them to affect a sale. Try it and grow rich. Samples free to bill posters. Address,

# The Donaldson Litho. Co.

## CINCINNATI.

### Jointed Magnetic Hammers.

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Lith. Co., Cincinnati, O.

DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,

FLEISCHMANN & CO., GARDNER, MASS.

W. P. RULLARD, AGT.

SAVES CLIMBING.

SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

36-in. handles, 2 sections, \$2.00

42-in. handles, 3 sections, \$2.50

**DONALDSON LITHO CO. Sole Agents,**

**CINCINNATI.**

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

### Bill Posters' Paste Brushes.

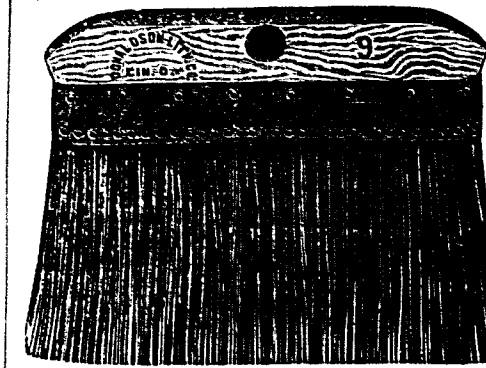
This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

8 inch, \$2.25 each.

9 inch, 2.75 each.

10 inch, 3.00 each.



This is our celebrated

**"UNEXCELLED"**

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, \$2.75 each.

9 inch, 3.00 each.

10 inch, 3.25 each.

SEND YOUR ORDERS TO  
**The Donaldson Litho. Co., Cincinnati.**

### Jointed Paste Brush Handles

Made Expressly For

**Traveling Advertising Agents.**

Will fit inside of a bill trunk. Great convenience.

**HANDY, DURABLE, STRONG, RIGID.**

PRICE:

7 feet, 2 sections, - \$1.25

10½ feet, 3 sections, - \$1.75

**Donaldson Litho. Co. CINCINNATI.**

Remit with order. None sent C. O. D.



# STOCK STANDS.

**BILL POSTERS** Can find no better way to induce local merchants to test the efficacy of Billboard Advertising than by using our stock stands. Send us \$1.00 and reading matter and we will fix up a good, strong stand, and nine times out of ten you will come back to us with an order for as many as your town will stand. Don't put on too much reading matter. The fewer words, the stronger

**CLEARANCE SALE**

**THE GLOBE CO.'S**

**CLOTHING AND FURNISHINGS.**

**SUMMER CLOTHING**

TRY TO HAVE THE LINES ARRANGED LIKE THIS:

the stand. Let us use our judgment in display lines. We have a large stock of up-to-date letters to select from.

If you have never received our list of Pictorial Posters you are missing a good thing. They are the most unique line ever printed. Applicable to any business. We will send you a full sample line free of charge.

# HENNEGAN & CO.

719-721 SYCAMORE ST., CIN., O.

## W. C. TIEDE, City Bill Poster,

Distributor and General Advertiser.  
Member Wisconsin State Bill Posters' Ass'n.  
325 MAIN STREET,  
.... RACINE, WIS.

MILFORD, MASS. Pop. 9,000.  
E. R. Nogu, Distributor, 337 Main St.

Every bill poster wants  
"PROFITABLE ADVERTISING."  
The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. 10c. brings a sample copy if you mention THE BILLBOARD. KAT E. GRISWOLD, Ed. and Pub., 138 School St., BOSTON, MASS.

Butte, Mont. W. E. Kendrick,  
Bill poster and sign advertiser. P. O. box 122.

Winona, Minn. Pop. 25,000.  
Winona Circular Dist. Co., 78 E. Second St.  
General Outdoor Advertisers, Sign Tackling & Scaffolding.

Fort Wayne City Bill Posting Co.  
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.  
FORT WAYNE, IND. C. B. Woodworth, Manager.

RUBBER STAMPS.  
Climax Stamp Works, box 106, Belgreen, Ala.  
Sample—any wording—and self-inking pad, 1c.

In offering the services of the

## United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices  
With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

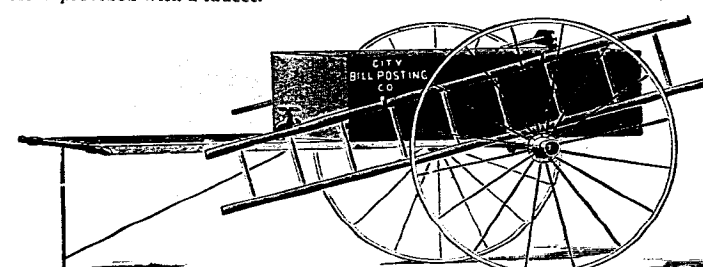
Respectfully,

United Press News Bureau,

134 Van Buren St.,  
Chicago.

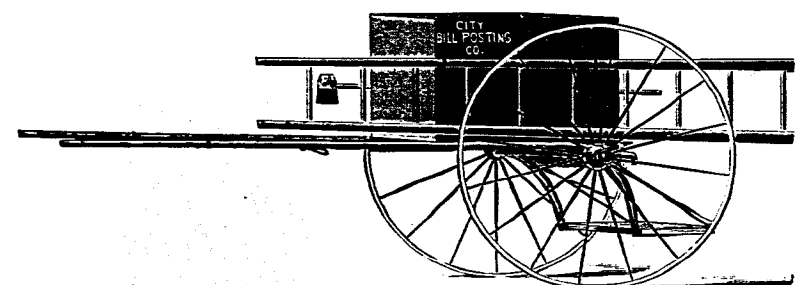
## Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



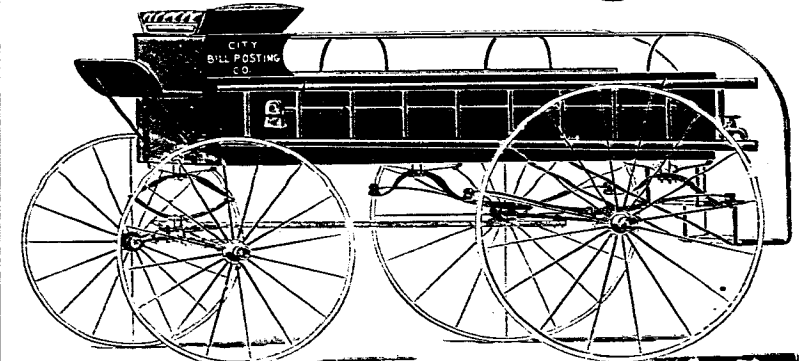
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of \$24.50 EACH.  
No extra charge for painting firm name on the sides.

## Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of \$44.50

## Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops, in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—130.00.

Address **JOHN H. MICHAEL,**  
Manufacturer Bill Posters' Vehicles,  
225, 227, 229 East 8th St., CINCINNATI, O.

## The Helleberg Photo-Graving Co.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotpe Designing.

Send for our Catalogue.

## THE CLIPPING BUREAU KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at once.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

**THE NEW ENGLAND  
NEWSPAPER BUREAU,**  
146 Franklin St., Boston

Rutland, Vt., M. Kingsley,  
Owns and controls all billboards Address  
48 West St., Rutland, Vt.

**R. W. STORRS,**  
De Funiak Springs, Fla.  
Can cover all West Florida outside of Pensacola in any manner desired.

**WANTED**—A hustling bill poster, who has some cash and wishes to establish an operation in a New England city of 60,000 population. Prospects are excellent, as the present bill poster is not giving satisfaction. A hustler can hear of a good chance by addressing **OPPORTUNITY, care Billboard.**

## MARBLEHEAD,

Mass., may be a Freckle on the Earth,

**BUT**  
A modern warship is named for it. It is a great summer resort. Thousands come here from all over the United States. The advertiser gets more than a local result. It has good posting facilities, and the Noon Bill Posting Co. does honest work.

IT IS IMPORTANT, IF SMALL.

Meridian, Miss., Pop. 15,000  
L. D. Hofer, city bill poster and distributor.

Charleston, W. Va., Pop. 15,000  
E. H. Carwithen, Distributor. Satisfaction guaranteed. Six adjoining towns.

Oakland, Cal.  
Belasco & Co., Bill Posters and Painted Signs.

Tucson, Ariz. 2,000 ft. of boards  
WM. REID, Box 148.



Do you intend to advertise in

San Francisco,  
Oakland,  
Alameda Co.,  
CALIFORNIA?

SIEBE & GREEN

OWN THE

Bill Posting and Painted Sign  
PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco.

44,000 Lineal Feet Fencing,  
10 and 20 ft. high.  
350,000 Population.

Oakland.

11,000 Lineal Feet Fencing,  
10 and 20 Feet High,  
60,000 Population.

Alameda Co.

9,000 Lineal Feet Fencing,  
10 and 20 Feet High,  
150,000 Population.

# THE BILLBOARD

Vol. IX., No. 8.

CINCINNATI, SEPTEMBER 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00

## THEORY AND PRACTICE.

BY SAM W. HOKE.

I have had a great many complaints from my clients during the past few weeks on account of their paper being crowded off the bill boards by Buffalo Bill and various circuses. Some of their traveling men have reported that in the majority of these towns there are more vacant lots than billboards, and that from a superficial observation there should be very little difficulty to the bill poster in securing a great deal additional space on which to build more boards.

I was talking over this subject the other day with Mr. Louis H. Ramsey, of Lexington, Ky., Vice President of the Bill Posters' Association, when he advanced an argument against an excessive number of billboards. He says that a town will stand only a certain amount of bill posting, and that a circus usually comes only once a year. And he thinks that if more boards are built the majority of them will lie idle for the other eleven months. Not only will they lie idle, producing no revenue, Mr. Ramsey says, but they will look ragged and shabby and woe-begone, and be apt to give the advertiser a bad opinion of the town—as a shabby lot of billboards is sure to do.

Mr. Ramsey's remarks are the result of knowledge gained by long years in the bill posting business, while my remarks are largely theoretical; I am convinced, however, that there are very few bill posters who do all the business they could do. There is nothing that will make a man get up and hustle around for business like the knowledge that he has a lot of good space going to waste.

The average bill poster usually takes what comes along, and makes little effort to get more business. Of course, to such bill posters as confine themselves to this easy-going plan, there will be only a certain amount of work come along.

But a large and rapidly growing majority of the bill posters to-day are hustling for new business, not only among the national advertisers, but also among the home merchants. The day of the stock poster is here, and the various show printing houses are strongly competing for this trade.

As a result the bill poster now has not only the usual amount of national advertising, but as much local work as well, and the local work usually pays as well as the national, if not a great deal better.

But aside from the question of circuses, I am constantly having my estimates for various towns scaled down by the advertiser and his traveling men, who from their inspection of the towns, know that the bill poster has not enough boards to accommodate all the paper we had arranged for sending.

I sent an order about a month ago to a city of some 50,000 population, the leading city of a leading state; the order was for 50 3-sheets, 10 16-sheets and 20 8-sheets, to run seven months. I received a reply that the bill poster could attend to the 50 3-sheets, but that the theater had contracted for all his stand space until next April, and therefore he could do nothing with these stands. Now, I can readily understand why a bill poster should be loth to build a lot of new boards to accommodate an order of a single month, but this order would amply compensate for all the expense of the added plant.

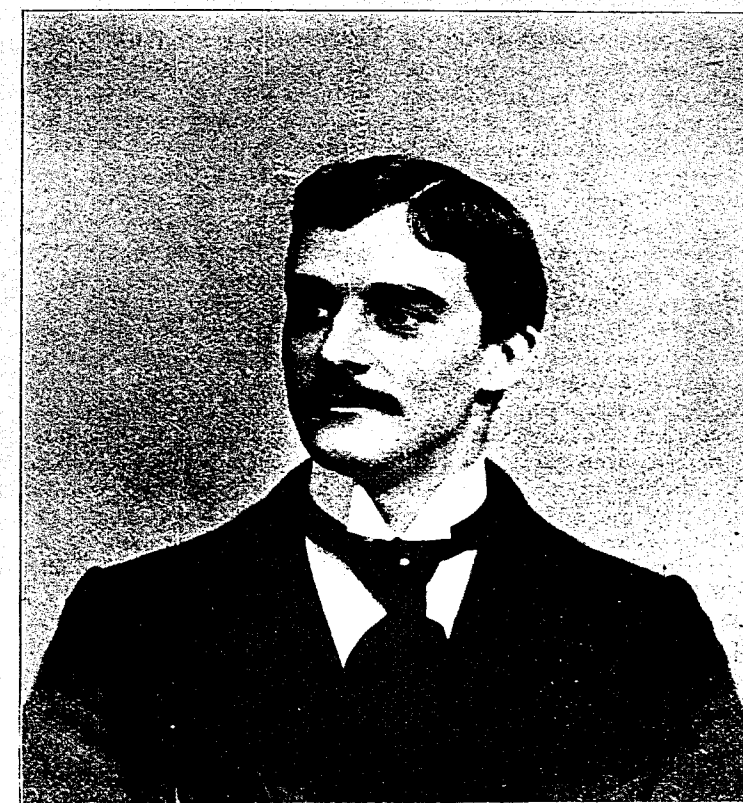
After a little further correspondence with these people I arranged for their

## Display Advertising in Johannesburg, South Africa.

BY LEWIS GARRISON.

Johannesburg has a population of 100,000 people. Some of this number are the owners of the nearly 200,000 ounces of pure gold which is extracted from the mines in and around Johannesburg monthly. Wise men of England and America have taken advantage of the opportunity to advertise there and are succeeding in getting some of the \$3,600,000 per month taken out of the earth.

The cut on page 2 is of a building overlooking the site of the new Post Office, which is located in the center of the



JOHN ROBINSON, Jr.

appearance of the cars. Street car advertising is taken up by just a few of the leading merchants. Some have the side of a car at the top, the sign simply giving the firm's name in large letters and the business. Over the front roof of each car is an advertising sign also. Even the iron fenders at both ends of the cars are painted over with advertisements.

The three theaters in Johannesburg advertise in the same manner as do American play houses. Posters are up all over the city and on every available billboard. There is a hustling English concern that controls every hoarding in the city, and much of the more prominent places is devoted to theater advertising. Lithographers are very high priced in Johannesburg. Companies generally import their own lithographs, but if they don't and they want to pay the high prices they can have excellent service in that line at one of the leading newspaper offices.

It is surprising to see the number of very successful firms that prefer advertising on the boards to newspaper advertising. When a new preparation or article is introduced in Africa, the agents of same always inquire after hoarding space first. Type writers, butter, condensed milk, shoes, and in fact everything sold in Johannesburg is advertised on the boards in both posters and illustrated signs. Around the new Post Office is a hoarding 15 feet high and contains handsomely painted signs, many comically illustrated.

The Dutch Government owns the railway system in the Transvaal, and they have sold the privilege of advertising in stations and along the line to a firm in Pretoria. The Government has also sold the privilege of advertising in the small spaces in the railway carriages. These spaces, however, are not used to any considerable extent. A few firms having branches in the leading cities of South Africa use this space within the cars.

A firm of Johannesburg has the most prominent outside advertisement that I ever saw. Directly in front of the railway station they have a 3 feet wide by 7 feet long sign board placed on poles overhead. The advertisement painted thereon can be seen by all leaving or entering the city. Another firm has a clock at the entrance of the station. The advertisement painted on the clock is larger than the dial. The advertising around the station is certainly American like. All the vacant ground is fenced in, and large space is bought by each city firm for the display of their business announcement.

Columbus, Ohio.

The New England Newspaper Bureau have issued a neat little booklet, advertising their worth and usefulness.

Poster exhibits are still the rage at Louisville, Ky.

connection with a live up-to-date bill poster, who had money and spunk to put in with them, and in a few days now there will probably be a good service there for all the paper that may be sent them at any time. But to wake them up I was compelled to threaten them with an opposition plant.

The fact is, very few bill posters are getting out of their business all there is in it, or even a fair proportion of the possibilities.

city, and will be completed in about two years. In the left hand corner appears Mr. Marks, who bought the advertising space on the building and attends to the painting of the ads on the wall. The advertisers on the walls are among the leading firms of Johannesburg. It was no surprise to me to see ads both inside and outside on the street cars. The street cars in Johannesburg, however, are very crude and are meanly kept, and the ads on them are in keeping with the general



## BILL POSTERS' WAR OVER.

Negotiations which have been quietly pending for several days past between the old established firm of Fiske Bros. and John G. Brewer, doing business under the title of the Acme Bill Posting Company, were concluded and the Fiske Bros. purchased all of the billboards, office fixtures and other property of the Acme Company. The office of the Acme Company, at 16 Waldo street, will be closed for good, and Fiske Bros. will retain their old quarters at 43 Waldo street, where they have been located for many years.

## A Bill Posters' War in Indianapolis.

Passers-by have noticed that white paper has been pasted over lithographs on the big billboard at Fort Wayne avenue and Alabama street. "It's the result of a bill posters' war," said Alexander Harbison, manager of the Indianapolis Bill Posting Company; "the white paper was pasted there by the Empire Bill Posting Company in support of their assertion that they owned the board."

Mr. Harbison says he has witnesses who will substantiate his claim, and that the opposition virtually surrendered its lease once.

Hedges & Drury, managers of the Empire Bill Posting Company, say they are not any more the attacking party than the Indianapolis Bill Posting Company. "We did not give up our lease," say Drury and Hedges; "it expired August 4, but we had an option for the next year. The stand was leased to the Indianapolis company over our lease, and their lease, is, therefore, void. When we had the board to the Indianapolis company disfigured the paper we put up, and we had them arrested. In a justice's court judgment was given to us. The other company appealed to the Criminal Court, where the case now lies. We pasted that white paper over the Indianapolis company's lithographs. In this war each party thinks himself in the right, and neither will give in until he is forced to by the court."

## No License Required in Erie.

The bill posting ordinance having been declared illegal by the court, all persons who desire to distribute bills, post the same, etc., will be permitted to do so without being compelled to pay the city bill posters a specified sum. The ordinance was passed by councils at the request of a few bill posters.

Oldtown, Maine, is a thriving little city and has E. J. Jordan for a bill poster and distributor.

The Vincennes Bill Posting Company own and control all boards in that city.

P. M. Cooley recently sold the Binghamton Bill Posting business to George Castner, of Syracuse, who has formed a partnership with Mrs. Abbott, the new company to be known as the Parlor City Bill Posting Company.

It is one of the live institutions of the city and under the new regime will enlarge its scope in that territory. Mrs. S. M. Abbott continues as manager, with P. M. Cooley as general superintendent.

Abbott & Castner is the firm name, and it is destined to become well known to theatrical and other companies. All work will be done in metropolitan style and with metropolitan activity and finish. Mr. Castner is a genuine business man, and Mr. Cooley has the show business at his finger tips in all its departments.



## A Johannesburg, South Africa Bulletin Board.

Charles M. Nichols, receiver of the Springer Lithograph Company in the suit brought by the P. Haden Saddlery and Hardware Company, reports to the court that under an order of court directing him to sell at private sale he has sold the plant to the Columbus Lithographing Company for \$9,822.62. By the terms of the sale, the purchaser with the written consent of the secured creditors pays to the receiver in cash to apply on the claims the sum of \$1,580, and further agrees to assume the balance of the liens amounting to \$6,314.89 and to pay in cash the further sum of \$1,939.78.

Nichols states that the unsecured creditors have agreed to accept 25 per cent. on their claims, and with the last named cash sum he will be able to pay the court costs and the percentage. The receiver asks for an order confirming the sale and directing him how to pay out the money in his hands. Powell and Minehan filed the motion.

There is a good deal of interest among lithographers in the use of aluminum plates for color printing. The firm of Orcutt & Co., of New York, says the Aluminum World, now uses aluminum plates entirely on a number of presses which were built for printing with zinc. The Sherwood Lithographing Company, of Chicago, is also beginning to use aluminum plates.

Posters are to play an important part in the coming campaign.

The new Festival poster is a strictly high grade Topeka institution. It is designed by Topeka artists, engraved by Topeka engravers, printed by Topeka printers, and will be used to advertise the Topeka Festival. It is the work of the Hall Lithographing Company.

The top sheet is printed in red-brown and blue. It gives the date of the event.

The middle sheet is printed from a lithograph stone. It is emblematic of the various attractions which will be on exhibition.

There is the head of a fireman; likewise one of a red man. There is a column of soldiers, probably coming from Ft. Riley. A Santa Fe train, and a partial view of the Santa Fe office building show that the great Kansas railway is to be in the game.

A cluster of flowers twined around the Floral shield reminds one of the great preparations which are being made for the Festival. There is also a row of happy, rollicking Karnival Knights and Karnival Ladies—"it takes no ghost come from the grave" to tell us that this is significant of the "red-hot time in the old town-to-night."

The third sheet of the poster proclaims in the large brown and blue letters of the upper sheet the wonderful sights which will be seen in Topeka during Festival week.

Such is the new Topeka poster. Let it wave in every town in Kansas, and there will be a hundred thousand people here to attend the second annual Topeka Fall Festival.—Topeka (Kas.) Capital.

There is every indication that the great Transmississippi and International Exposition which will be held in Omaha in 1898 will be one of the greatest events of its kind in our history, being surpassed only by the World's Fair. Already the work is progressing. The financial resources of the exposition on August 1, were \$1,079,500. With that sum alone a wonderful display is assured. But much will yet be added to the existing resources. The exposition is to represent all the industries and resources of the great west. Every state from the Gulf of Mexico to the Dominion and from the Mississippi to the Pacific will be represented.

Michigan State Fair officers were re-nominated without opposition. They are as follows: President, William Ball, Hamburg; Vice-President, I. H. Butterfield, Lansing; Treasurer, C. W. Young, Paw Paw; Secretary, H. S. Fralick, Grand Rapids; Executive Committee, E. W. Hardy, Howell; Frank Maynard, Jackson; F. L. Reed, Olivet; N. J. Kelsey, Marshall; H. R. Dewey, Grand Blanc; R. D. Graham, Grand Rapids; M. J. Gard, Volinia. Term ending January, 1899.

## Held at Elizabethtown, Ky.

The Hardin County Fair closed with a good exhibition and a creditable attendance. The receipts of the association were \$700 more than last year, and the expenses were not so great, so there will be a handsome profit to the stockholders, not far from \$1,000.

## Mardi Gras For Chicago.

Members of the North Side Business Men's Association recently met with the Executive Committee of the organization at the Revere House for the purpose of considering the big celebration to be held in the city October 4 to 9 inclusive.

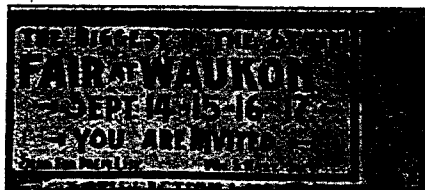
The details of the pageant rests with the North Siders, who originated the idea of introducing to the notice of Chicagoans and prospective visitors a spectacle which they expect will eclipse the Mardi Gras and Veiled Prophets events of New Orleans and St. Louis respectively.

In addition to the display of floats to be made directly under the auspices of the business men, the clubs and various organizations of the three divisions of the city are to be invited to lend their aid. In the event of bicycle clubs taking part it is expected that illuminated wheels will add much to the novelty and brilliancy of the night parades.

Vassily Andrejevitch Ebell has just been commissioned by the Department of Exhibits of the Transmississippi Exposition to work up a Russian village as one of the exhibits for the exposition. Mr. Ebell has decided to call his exhibit "In Joyful Russia," after the book written by John A. Logan, Jr., and in which he will endeavor to depict Russia as it is, to take away the erroneous impressions of that country created by the writings of George Kennan. He will leave Omaha in a short time to begin the work of arousing interest in the exposition among his own countrymen and the friendly Slav nations.

The great attraction at the colored Fair at Shelbyville, Ky., was the cake walk. The prize was a purse of \$25.

The annual fair at St. Clairsville, W. Va., was considered to be the best in years.



Mr. William S. Hart, the enterprising Secretary of the Waukon, Iowa, Fair writes as follows:

"Thinking you might be interested in the way we are billing our western fairs I send you enclosed photos of a couple of descriptive stands of which we are using this year about 1,600 sheets. One is a 6x12 occupying a good corner here in Waukon, the other being a 14-sheet at a country cross roads, where there is considerable travel. We will use along with those about 300 printed 3-sheet bills, and 1,000 sheets of pictorial stands, and 500 single sheets lithos. We do our billing with one team and a crew of two men and a boy, the job taking from three to four weeks. In towns having a good reliable bill poster we place the work with him, as it is cheaper that way. But there are only two or three towns in our territory that we can place work in in that way.

"Everything looks promising this year and we are hopeful of another record breaker this fall."



## Bridger's Budget.

On the 20th of August the president of the I. A. D. through correspondence, appointed me one of the press agents of the above organization. And in making this my first bow for honors in the ranks of its official board, I feel somewhat like the little girl who was desirous of learning how to swim, was adjured by her mother in this wise: Now, my dear, go hang your clothes on a hickory limb but don't go near the water. It is with this feeling that I take up the pen in the interest of that grand organization known from the North, South, East and West as the I. A. D., and feel that I have been called upon to help unfold to the advertisers the fact that there is at last an organization worthy of their confidence and support.

If after awhile I see the great possibilities which are daily unfolding in the interests of outdoor display and particularly the members of the I. A. D. taken advantage of and enlarged to their fullest extent I shall feel satisfied if I am able to bear a small part of the enlarging of these possibilities. It is with this idea in view that I would encourage every member of our association to press forward more earnestly in the coming year to win greater laurels than in the past. But how can we do this the key note of a successful business life is to do everything the best one knows how that will in the end challenge the admiration of every advertiser and bring the blush of shame to every fraud and catch can organization. To every member of the I. A. D. I would earnestly ask to correspond more with each other, learn to know each other better, and through that medium be prompt in answering all correspondence. In conclusion let me say that I desire to get in touch with every member to feel that in the organization we are not only brothers but friends in the highest and truest conception. I believe we are entering upon a new era in the interest of our association. We have grown out of swaddling clothes and have entered upon the golden possibilities of mature manhood. Let us be up and doing.

## Case's Contribution.

Members are cautioned not to do any work for Hoffman Drug Company, alias Hazen Morse, alias Splendor Manufacturing Company, New Rochelle, N. Y., unless they get cash with order or good local security, as they utterly ignore letters of inquiry; bills and drafts are returned without comment; they are evidently on the beat order, and distributors who are not working for their health or glory should give this crowd the go by.

The California Fig Syrup Company have disappointed many distributors and bill posters this fall by recalling all contracts, and will do nothing in cities where from some reason or other they failed to reach this spring. This move will be much regretted, as this firm is a liberal advertiser and are staunch friends of the I. A. D.

Charles W. Orris is the latest member of the I. A. D. He controls the city of Des Moines, Iowa, and adjacent territory. Charley is "all right."

If Sprenger, "the Honest King" of Poughkeepsie, N. Y., had been a member of the International Association of Distributors, as he advertised himself to be, he would have been money in pocket, as all members have been advised and given particulars in regard to "The Novelty Plaster Works" and the "sole owner and proprietor's" peculiar (?) contract. We are sorry for you Mr. Sprenger, but "those that won't hear must feel," you know, and a little advice might not now be amiss. It is simply—join the I. A. D., the only recognized distributors' association of to-day. The above advice could be applied to many other distributors who are representing to advertisers that they are members of the I. A. D. To such we simply say—boys, you are risking your reputation for honesty by taking such a course when you might become bona fide members by a little exertion.

Gifford Remedy Company, Indianapolis, Ind., are putting out a neat little booklet advertising their remedy. They employ "our own distributor," whose chief aim appears to get rid of as many as possible. Vansyckle ought to give him a few lessons.

Member John A. Clough, of Chicago, reports business good in his territory. He is at present working 20 men and expects to work 40 before the robins nest again.

Dr. Kilmer & Co., the largest medicine firm in the United States, have placed their work with the International Association of Distributors in all cities not covered by their traveling distributor. All correspondence regarding this work should be addressed to the soliciting secretary. Mr. W. S. Redington is the wide awake advertising manager of this firm and has many staunch friends among the members of the I. A. D.

George W. Vansyckle, the "old reliable" at Indianapolis, is right in the swim. His gorgeous new wagon carried off all the honors at the State Fair. By the way, that wagon is a work of art, and Brother Van. is justly proud of it.

The Hustler Advertising Company, 24 Miner street, Fort Wayne Ind., want prices and amount of paper (one sheets) required to thoroughly post cities of 5,000 and over in Indiana, Illinois, Michigan, Ohio and Pennsylvania.

## Tips to September 20, '97.

Celluloid Starch Company, New Haven, Conn.

Emerson Drug Company, Baltimore, Md.

Standard Oil Company. See local agent for sign tacking.

Hobbs Remedy Company, Chicago, Ill. Slow pay.

The J. P. Dieter Company, Chicago, Ill., 60 Waldo Place. Won't pay over \$1.50.

F. W. Felgner & Son, Baltimore, Md. Signs, 1 cent.

C. I. Hood & Co., Lowell, Mass.

Dr. Shoop Family Medicine Company, Racine, Wis.

Sterling Remedy Company, Indiana Mineral Springs, Ind.

Dr. Miles' Medical Company, Elkhart, Ind.

Gem City Tobacco Company, Dayton, Ohio.

B. F. Stinson & Co., Buffalo, N. Y.

The Dr. Chase Company, Philadelphia, Pa., 224 Tenth street.

Gifford Remedy Company, Indianapolis, Ind.

Anheuser-Busch Brewing Association, St. Louis, Mo.

P. J. Sorg & Co., Middletown, Ohio. Signs.

W. M. CASE, Soliciting Secretary.

## Steinbrenner's Sayings.

Groves, the hustling bill poster and distributor of Evansville, recently sent out a 3-sheet poster containing copy of the ordinance preventing any one distributing in that town. Groves pays \$100 a year license for distributing and \$100 for bill posting.

Douglass, of Memphis, writes that the distributing business is better this year than ever before.

Cooley, of Binghamton, has sold out to Castner & Abbot. He continues as superintendent.

H. T. Hayes, the general advertising agent of Dr. Chase Company, Philadelphia, wrote Steinbrenner that his concern had splendid results from his distribution in Cincinnati. They sent two distributors 40 days apart. Steinbrenner says the druggists told him that the demand created was instantaneous and continuous.

W. D. Redington, Dr. Kilmer's agent at Binghamton, is furnishing distributors with a new style distributor's bag. If you need anything of this kind write Mr. Redington formerly carried the bag himself and does now if occasion calls for it.

Hill, of Nashville, is hustling as hard as ever for the association, notwithstanding the fact that he is no longer an officer. Hill is a credit to the organization.

Van Syckle, of Indianapolis, has just completed a large contract for outside territory. He has returned home and finds plenty of work on hand, including a large distribution inside the fair grounds.

Haynes, of Ironton, would like to hear from brother members of the I. A. D.

Steinbrenner has contracts on hand for over one million pieces. He has placed his brother in charge of the suburb distributing. Steinbrenner is receiving many complimentary letters about his letter heads. He believes in doing everything right.

The I. A. D. is still growing. It has members in all the large cities, and is represented in every state in the union.

Beardsley, the genial traveling inspector and advertising agent of Dr. Miles' Medical Company, is very popular among distributors. Mr. Beardsley is enthusiastic over the I. A. D., and gives its members work wherever possible, and also endeavors to have distributors who are not members join the association.

W. A. Waters, the advertising agent with G. G. Green, Woodbury, N. J., has joined the I. A. D. and started distributing agencies in Philadelphia and Camden, N. J., under the firm name of W. A. Waters & Co. Advertisers who contemplate distributing in either of these two cities would do well to write them.

W. H. Case, of Fort Wayne, the soliciting secretary of the I. A. D., reports that he has bright prospects for landing three large contracts for the members of the association. Mr. Case is kept busy with correspondence, and he writes that advertisers generally are interested in the association and will give preference to its members.

Holshouser, of Covington, Tenn., is tickled over his membership in the I. A. D. He says he has just secured two large contracts through the efforts of Mr. Case.

Clough, the ex-President of the I. A. D., reports that he has 20 men at work in Chicago. It looks as though prosperity has struck Clough.

F. Altman & Son, of Columbus, Ohio, have joined the I. A. D.

Clarence D. Wright represents the I. A. D. in Washington, D. C.

H. Joseph Reed, the hustling President of the I. A. D., reports plenty of business in Kansas City.

Dr. Kilmer Company, of Binghamton, N. Y., are going to give their distributing to members of I. A. D. in all sections where their regular traveling distributor does not reach. They expect to put out more advertising matter this year than ever before.

Donat Lefebvre has contracts with The Lydia Pinkham Company, Wells Richardson Company and Dr. Kilmer. He also has several others ready to make contracts for his town.



# THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business departments to  
**THE BILLBOARD PUBLISHING CO.**  
Subscription, \$1.00 Per Year, In Advance.

**ADVERTISING RATES:**  
Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

*Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising News Paper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bristow's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscript; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donalson Cipher Code.*

SEPTEMBER 1st.

NEVER before in the history of the bill posting business have the boards been so crowded with posters as they are to day. Commercial posters, circus posters, theatrical posters, all vying with each other for supremacy, and it really seems that the commercial poster is in the lead. Everything from cigars, down or up, as you choose; soaps, soups, chewing gum, face powder, soap powder, patent medicines, clothing, shoes—in fact, everything that can be advertised, is found to-day upon the boards. Where you could count ten advertisers on the boards five years ago, to-day you can count a hundred. Truly, the bill posters' prosperity has come.

WHAT has brought about this change? Only one thing—good service. It is an undisputed fact that billboard advertising is the best of all advertising. It remained for the bill posters to learn that the advertisers wanted results. There was only one way to get results, and that was by giving the advertisers good service. The bill posters have learned this by experience; they have profited by that experience; the result is, all the work they can handle.

THE BILLBOARD takes upon itself some of the credit of having brought about this change. Some of our readers may remember, a few years since, an interview appeared in this paper with a prominent advertiser, who denounced certain bill posters in strong terms. It made them mad; but it caused others to think. We have never knowingly injured any bill poster's business, but where we have found a man who gave dishonest service we have denounced him and his methods in our columns. We have made some enemies, but have helped the craft at large.

## THE BILLBOARD

DISTRIBUTORS, too, are learning that only by good, reliable service can they hope to build up a good business. And be it said to their credit, that it is rarely that one of their number is found incompetent or dishonest. Still there are some few left. Speaking recently to the traveling inspector of a large patent medicine house, we learned how carefully he had the records of each down, and when a man proved dishonest he was marked, his name sent to other agents and he was given the cold shoulder. But towns where he knew good service was being given, he said, that they had put out their distributing matter at unseemly seasons and still received good results.

### The Irrepressible Kramer.

The Attica Ledger Democrat says: "The irrepressible H. L. Kramer believes in being aggressive and in carrying war directly into the camp of the enemy. Mr. Clemens, Mich., is a great health resort—a much advertised haven for rheumatics. There are a number of sanitariums in the town, and all of them are well filled with people seeking relief from rheumatism and kindred afflictions. Not long ago Mr. Kramer sent an agent to the town, and the latter leased all the available billboard space in the place, and in such a way as to surround all the sanitariums, so that their occupants could look in no direction without seeing the signs that might be placed on his leased boards. Then Mr. Kramer sent painters up to Mt. Clemens and they got in their work. Last Monday Mr. Kramer received a letter from the boss of the painters saying that the owners of billboards refused to allow any more sign painting to be done and that they intended to paint out what signs were already completed. Mr. Kramer wired an attorney to protect his interests, and if necessary to file injunction suits. Where the rub comes in was in the character of Mr. Kramer's signs. It was particularly exasperating to all those sanitarium owners to have their guests confronted on all sides by such words as these:

WHAT! NOT CURED YET?  
WELL, GO TO THE INDIANA MINERAL SPRINGS. THEIR MUD BATHS ALWAYS CURE RHEUMATISM.

NO BETTER THIS MORNING?  
WELL, YOU NEVER WILL AS LONG AS YOU STAY HERE. THE MUD BATHS AT INDIANA MINERAL SPRINGS ARE WHAT YOU WANT.

WELL, STILL HERE ARE YOU?  
WHY DON'T YOU LEAVE AND GO WHERE RHEUMATISM CAN BE CURED? MAGNO-MUD BATHS NEVER FAIL. YOU GET THEM ONLY AT THE INDIANA MINERAL SPRINGS.

It made no difference which way the invalid looked, some of these signs were always in full view, and, of course, made a big impression. There will be no end of trouble out of the affair, besides the fun.

Mr. Kramer is a clever and enterprising gentleman—and somewhere in his anatomy is located a 240 horse power electric motor. Long may he wave!

### New Advertising Scheme.

The latest advertising scheme in Chicago is backed by one of the telegraph companies. It proposes to erect in the down-town district 100 "towers" 16 feet high, containing clocks, a time ball, thermometers and a lot of other things. The sides of the towers are to be used for the posting of advertisements. It is held that the clocks and thermometers would be of great service to the people.

A feature of the Ohio campaign this fall is to be the bill poster. Senator Hanna has received advance proofs of his own lithographs which will ere long adorn the dead walls over the Buckeye state. They consist of a bust portrait from his latest photograph, with the fac-simile of the senator's autograph beneath.

The story is going the rounds that a well-known artist received a circular from a whisky firm, inviting him to join in a competition for a poster. Only one prize was to be given, and the unsuccessful drawings were to become the property of the firm.

He replied as follows: "GENTLEMEN: I am offering a prize of \$2 for the best specimens of whisky, and should be glad to have you take part in the competition. Twelve dozen bottles of each kind should be sent for examination, and all whisky that is not adjudged worthy of the prize will remain the property of the undersigned. It is also required that the carriage be paid by the sender."

This letter ended the correspondence.

### Badges For Chicago Bill Posters.

City Clerk Loeffler and Deputy City Collector Senff, after a conference recently with the representatives of 17 theaters, which in the past have been doing their own bill posting without securing a license from the city, decided that hereafter all bill posters will be required to wear numbered badges showing that the firms for which they work have paid into the city treasury the license fee of \$100 a year required by law. By having the licensed bill posters wear badges the police will be enabled to tell at a glance he licensed from the unlicensed members of the craft.

### Big Advertisers Home Billing.

Many of the largest advertisers never spend a dollar at home either in the advertising columns of the newspapers or on the billboards. As for local distribution they would look upon it as money thrown away, and in answer to every solicitation have the stereotype reply, "Oh, there is no use of our spending money here!" That of itself is an answer which shows a woeful lack of confidence in the firm exploiting any article, and some of the best and most successful advertisers "think the other way." On the arrival of a visitor to Lowell he is reminded at every hand that the mill city is also the town of Sarsaparilla and that the great rivals Hood and Ayer are spreading themselves and their posters as much at home as abroad. It is a pretty sure thing that they would not do it if it was not profitable advertising. Hood and Ayer, like the politicians, "are in it for what there is in it," and it is an easy matter for both so keep tab on results in Lowell. Then there is Frank Pinkham, "if any body knows he knows," and no one knows better. Does he keep Lydia's historical phiz off the billboards at home? Nay! the good lady smiles on you from every corner in Lynn. Again when the Yale students go to New Haven for an education they learn among other things base ball, football and liquid balls, that the Gem City is the Kickapoo Indian Medicine Company's headquarters, and when they graduate and begin to hoe their own rows they are reminded of college days every time they see a Sagwa poster because the bills told them the story all through their college life, and were presented to their eyes all the year round as they grew from Freshman to Senior. Of course if a remedy or commodity is a fake or something to be ashamed of it should be made up in a dark alley in secret and be imposed upon strangers only in long distance advertising. CHARLES H. DAY.

THE BILLBOARD will send the bill poster receiving the largest number of votes to England next July. He will travel first class in every way, and all of his railroad, steamship and hotel bills will be paid by us. Fill out the following coupon and mail it to THE BILLBOARD on or before Oct. 10.

In my estimation,  
 is the most popular bill poster in America and best fitted to represent our craft at the British meeting.  
 This coupon must be voted prior to Oct. 10, or it will not be counted.

As we said last month we have adopted the rule that in the future all coupons must be voted during the month that they appear.

As we are so late in reaching the public this month, we shall accept August coupons until October 10th, but not after that date.

### HOW THEY STAND.

|                    |    |
|--------------------|----|
| Geo. H. Seibe      | 77 |
| Geo. M. Leonard    | 21 |
| R. C. Campbell     | 20 |
| H. W. Walker       | 18 |
| Jas. F. O'Melia    | 12 |
| Jas. A. Curran     | 10 |
| Edw. A. Stahlbrodt | 9  |
| Chas. Vogel        | 9  |
| Al. Bryan          | 8  |
| Geo. Castner       | 8  |
| J. Ballard Carroll | 7  |
| E. C. Donnelly     | 7  |
| Isaac Monk         | 6  |
| Albert Weber       | 6  |
| Jas. H. Staats     | 6  |
| Frank Fitzgerald   | 5  |
| J. J. Flynn        | 5  |
| P. P. Oliver       | 5  |
| John G. Reese      | 1  |
| P. F. Schaefer     | 1  |
| L. H. Ramsay       | 1  |

## Signs & Sign Painters

Address all communications for this department to  
R. H. FORGRAVE, Pickerington, Ohio.

When using fleuric acid in glass etching have a tolerably weak solution of washing soda and water at hand should any of the acid happen to come in contact with the flesh, when it should be washed with the soda solution. This will prevent blistering. Avoid breathing the fumes of the acid—very dangerous when breathed of.

When laying gold on glass, the greatest care should be taken to have the glass perfectly clean. Some advise strained water that has been previously boiled, but distilled water is the best. Use a soft linen rag, the finer the better. Avoid touching with the hands. After the size has been flowed on, and has the right tack, lay on the gold. Right here is the sticking place in laying gold leaf. It sometimes assumes a coppery appearance, and sometimes goes dead. We have never heard a plausible explanation for this coppery appearance. It is noticed mostly where there is much smoke, and is probably due to sulphur. The best remedy is to clean the accumulated dirt off the gold and apply another layer of gold on a thin size. If the dead appearance will not respond to a gentle burnishing with a ball of cotton wool, there is probably one of three causes the matter. The glass may not be perfectly clean, or the size is not right, or the leaf is not pure. Test the leaf when you buy it, by dropping a drop of nitric acid on it. If the acid has any effect on it, the gold is not pure.

A mechanic will always work harder for himself than for any one else. If he is one that takes a pride in doing good work, he will meet with better success by working for himself than for others.

In doing signs over old weather-beaten surfaces, and they cannot be rubbed down with sandpaper, the idea is to get them as smooth as possible. A first coat of filler made of 1 part of Reno filler, 3 parts of white lead, I believe will give the smoothest surface.

Aluminum leaf may be laid in the same manner as gold leaf, except there need not be so much care taken to have a clean surface. No ordinary influence will tarnish aluminum.

The so-called patent dryers are all right when pure, but the majority of them are more or less adulterated; hence, I would advise the artist to make his own. Grind white vitrol in raw linseed oil, half and half. A spoonful will dry twenty pounds of color, and will not injure the purest white or the most delicate color that the sign painter uses.

Umber is very useful to the sign painter. Turkey umber is the best, English umber second. They are durable.

Purple brown is made of prussic acid and oxide of copper. It is one of the

## THE BILLBOARD

finest of colors, and when combined with white produces fine lilac tints. It keeps its color well.

A most beautiful, but very poisonous, green is Scheel's green. It is made of arsenate of potash and acetate of copper. The utmost caution should be exercised when using it.

There are many fine sign artists throughout the country who know comparatively nothing about the proper preparation of the ground, and very often fail in producing good results from ignorance of this essential point. There are various theories respecting the quality of the wood—some contend that the center cut is the proper one for a sign board, basing their claims on the fact that the grain runs squarely through, thus rendering it less liable to warp; but we have our reasons for believing the outside of the log to be the better. The best accepted way in preparing a board surface is to first give the whole board a couple of coats of shellac varnish. The best way to overcome the knots is to bore them out with an auger a little larger than the knot, and plug the hole made with stiff putty, or put in plugs of wood the same way a carriage painter does. After the knots are fixed and the board is shellacked and dry, mix up as much white lead as you require, beating it up stiff in oil. Add the dryer and thin to a working consistency with turps. Give the sign board a full, even coat. When this is dry, rub down with pumice stone and water. Putty up all the remaining holes and indentations with a putty made of common putty and white lead. The second coat may be similar to the first, only there should be less oil in it. The third coat should contain less oil, and if a fourth coat is used it should still contain less oil, about one-fifth oil and four-fifths turps. This process will give a ground which will last for years.

Copying paper may be made by taking some hard soap and lamp black and mix them together to the consistency of jelly. Brush over one side of any smooth paper and let it stand for a day or so. It will never dry. Place the colored side on the surface on which the copy is to appear; over this lay any design to be copied, and trace its outlines with a sharp lead pencil. The colored paper, wherever it is pressed with the point of the pencil, will make a mark on the white sheet it covers. The finest of designs may be copied in this manner—that is, the outlines. Have the sheets securely fastened, so as to prevent any one of them slipping.

### Answers to Correspondents.

F. V. C.—Wants to know if the letter patterns so extensively advertised are any good. We cannot advise the use of patterns in any form. Still, in case the painter cannot outline free-hand, they are much better than closely copied printed letters. Of late years, however, printers have made great strides in the improvement of large letters. The letters used on posters make excellent examples for copying, but we do not think they should be used as patterns. Sketch them out and rely on your brush to straighten them up. In this manner the sign artist will soon acquire a style so distinctly his own as is his handwriting. If you wish to acquire individuality in lettering, do not copy too accurately any one person's peculiar style of the different alphabets.

A. M.—Asks for an ink for writing on posters that will not fade. Any of the indelible inks used for marking laundry possess this characteristic. Probably Higgins' waterproof India ink would be best suited for this particular purpose. It is both convenient and good. It may be made in any shade from a light gray to the densest black, according to the amount of water used.

G. H. C.—Asks for a method for enlarging small engravings, etc., so as to get outlines. There are several. Perhaps the

common carriage or furniture varnish, being in no way particular whether you get the varnish on the paper outside of the figure or not. Lay the picture as it is until the varnish gets quite tacky or sticky, then lay it on the desired place and rub gently till all the parts are flattened down. Allow this, say, half an hour to dry; then wet the paper with a soft sponge and cold water, and it will be found to lift off easily leaving the printed figure perfect on the panel. With a soft rag, dipped in turpentine, gently rub over the whole to remove the surplus varnish, and the work is complete.

The appearance of a poor lettered sign may be greatly improved by a neat border. Make the border to correspond with the letters—heavy letters, heavy lines or scrolls in the border, and vice versa.

PAUNCING LETTERS.—Prick the outlines of any letter to be copied with small pin holes, very near to each other. Place the letter to be copied upon a clean sheet of paper, and dust it over with finely powdered charcoal from a muslin bag. The charcoal will penetrate through the pin holes, and upon lifting up the pricked paper the design will be found upon the sheet beneath it. The pricked paper will serve many times. Correct copies of any outline may be made in this way.

TRANSPARENT PAPER.—Take one quart of spirits of turpentine, one quarter ounce of finely powdered sugar of lead; shake it up and let stand for two days; then pour off and add to it one pound of pure Canadian balsam; set in a gentle heat and keep stirring until quite mixed, when it will be fit for use. Then have your paper ready on a smooth board. Brush it over and hang up to dry.

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G. H. C.—Asks for a method for enlarging small engravings, etc., so as to get outlines. There are several. Perhaps the

most simple is the squaring off method, which has been used by amateur artists from time immemorial. Select the engraving, photograph, or whatever you wish to enlarge, and draw small squares on it, say the eighth of an inch in size; then on a larger sheet draw squares as many times larger than the small squares as you wish the enlargement to be larger than the small picture or design. Number them to correspond, and draw proportionately in the large squares what is seen in the small ones. A little practice will enable you to get a correct outline. There is an instrument called a Metro-scope, made on the same plan, which may be had from any art store.

This department has lately received a number of letters that are entirely foreign to sign painting. They were all relative to the mechanical arts, and we took pleasure in answering them personally; but as we had to use reference books, we are not responsible for answers. We would advise all others who wish to know the different processes used in the arts to get the Scientific American's Hand Book of Reference. This will tell you almost anything you wish to know about the different manufacturers.

### A Scientific Problem Solved.

A scientific problem which had for centuries baffled men of science has been solved by a Bostonian. It is announced that Louis Prang, of the firm of L. Prang & Co., the famous Boston lithographers, has established a uniform standard of colors, after working at the subject for 40 years. The Prang standard is very simple and is based upon the solar spectrum. Twenty-four units of color are established, from which are derived over 192 colors and 704 tones of shades. By means of this discovery any color may be described by a number and may be duplicated without matching it with the original. The discoverer has triumphed over difficulties which were deemed insurmountable, and his discovery should prove of great importance.

Mr. Prang holds a very important and most unique relation to American art. He was the first to discover, develop and perfect the chromo, and the results achieved through his ingenuity, industry and perseverance have been revolutionary. In fact, he may be said to be the father of modern American art. He popularized it by putting pictures within the reach of the people and thus cultivating and stimulating the taste for good ones. This has been a service of incalculable value, and Mr. Prang should have the recognition due him.

### Old as the Hills.

It has just been discovered that the ancient Romans practiced the method of advertising by posters. In digging at Herculaneum there was brought to light a pillar covered with bills, one on top of another. The paste used to stick them was made of gum arabic. The bills, when separated and examined were found to be programmes and announcements of public meetings, and even election proclamations.







Marysville Union county Fair Sept 28 to Oct 1  
John K Dodge pres New California C S Chap-  
man treas E W Porter sec  
Millersburg Holmes county Fair Sept 28 to  
Oct 1 A W Logsdon pres W G Rudy treas G  
F Gilbert sec  
Mt Gilead Morrow county Fair Oct 5 to 8 C  
D Russell pres J C Russell treas C J Miller sec  
New Comerstown Central Ohio Dist Fair Oct  
5 to 8 Henry Hess pres Albert Wolfe treas  
Thos P Leland sec  
Ottawa Putnam county Fair Oct 5 to 9 A L  
Paul pres C H Rice treas A P Sanders sec  
Richwood Richmond Tri-County Fair Oct 12 to  
15 L H Bechtel pres York Robt Smith treas  
J R Robinson sec  
Troy Miami county Fair Sept 27 to Oct 1 T S  
Scott pres Joen A McCurdy treas W I Ten-  
ney sec  
Wapakoneta Auglaize county Fair Sept 26 to  
Oct 1 J T Van Horn pres New Hampshire  
Frank Kigdon treas Uniopolis M J Crawford  
sec  
Washington Guernsey county Fair Sept 28 to  
Oct 1 A S Clark pres Cambridge R S Frame  
treas D Craig sec  
Weston Western Fair Assn Sept 28 to Oct 2 J  
O Avery sec

OKLAHOMA.

Norman Cleveland county Fair Sept 28 to Oct 1

OREGON.

La Grande Grand Ronde Valley agr society  
Oct 11  
Medford First Southern Oregon District Agr  
society W T York sec  
Prairie City First Eastern Oregon District Agr  
society M Durkheimer sec  
Roseburg District Fair Oct 12  
Roseberry Second Southern Oregon District  
Agr society F A McCall sec  
Salem State Fair Sept 30 to Oct 3 D H Looney  
pres Jefferson A Bush treas G D Gabrielson  
sec  
The Dalles Second Eastern Oregon District  
Agr society J O Mack sec

PENNSYLVANIA.

Bloomsburg Columbia county Agr society Oct  
13 to 16 R W Smith pres J C Brown treas A  
N Vost sec  
Burgettstown Union agr society Oct 5 and 6  
Wm Melvin sec  
Carlisle Cumberland county agr assn Sept 28  
to Oct 1 Chas H Mullin pres W H McCrea sec  
Carnegie Carnegie Fair and Trotting assn Sept  
28 to Oct 1 Summer meeting Aug 3 to 6 A W  
McMillan pres J E Steel sec  
Clearfield Clearfield agr fair Sept 28 to Oct 1  
Peter Gearheart pres Reuben Keister sec  
Dallas Dallas Union fair Sept 29 to Oct 2 J  
H Anderson pres

Danville Montour county fair W K West sec  
Diyton Dayton Agr and Mechanical Assn Sep  
28 to Oct 1 W C Marshall sec  
Grampian Clearfield county agr society Sept  
28 to Oct 1 P Gearhart pres Curwensville R  
P Kester sec  
Harford Harford Agr society Sept 29 and 30  
G R Resagau pres E M Watson treas E E  
Jones sec  
Honesdale Wayne county fair assn Sept 28 to  
30 W A Gaylord sec  
Hughesville Muncy Valley farmers' fair Sep  
29 to Oct 2 A C Heston sec  
Kutztown Keystone Agr society Sept 28 to Oct  
1 J R Heffner pres Monterey J B Esser sec  
Lehighon Carbon County Ind Society Sept 28  
to Oct 1 Henry Miller pres C W Bower sec  
Lewisburg Union county fair Sept 29 to Oct 2  
C Dale Wolfe sec  
Mercer Mercer Central Agr assn Sept 28 to 30  
John T Crill pres Jas B Grubb treas John P  
Orr sec  
Milton Milton fair assn Oct 6 to 8 W P Hast-  
ings sec  
Montrose Susquehanna county agr society  
Oct 5 and 6 R S Searle pres R B Sittle treas  
W A Tisworth sec  
Nazareth Northampton county Agr society Oct  
5 to 8 Frank T Gernet pres John R Rem-  
heimer treas John J Mans sec  
Philadelphia Penn Horticultural society Nov  
9 to 13 David Rust sec  
South Burgettstown Union Agr Assn Oct 5 to 7  
Hugh Lee pres Wm Melvin sec  
York York county Agr society Oct 4 to 8 John  
H Wogan pres McWolf Pa Edw Chapin sec

SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov  
8 to 12  
Cheraw Cheraw Agr Fair Nov 22 to 26 R C  
Watts pres T S Gregory sec  
Charleston Oct

SOUTH DAKOTA.

Sioux Falls Tri-State Fair  
Sturgis The Black Hills Expo Co Sept 23 to 26  
John Scollard pres Harry Bunting treas A  
M Anderson sec  
Yankton South Dakota state fair Sept 27 to  
Oct 1 Frank M Byrne pres Miranda Morris  
H Kelly sec Aberdeen

TENNESSEE.

Brownsville Haywood County Amusement Club  
July 21 W R Holbrook pres  
Clarksville Montgomery county Fair Oct 15  
Dyersburg Dyers county Fair July 4 Oct 6 to 9  
T C Gordon pres A K Woolen treas J H Du  
Bose sec  
Kingston Roane county Fair Sept 28 to Oct 2  
Knoxiaville Trades Carnival Oct 12 to 15  
Murfreesboro Rutherford county fair No fair  
in 1897  
Sommerville Southwestern Tennessee fair Oct  
10 F B Yancey pres S H Morton sec

TEXAS.

Beton Bell county fair assn Nov Ben D  
Lee pres R K Harvey sec  
Corsicana Corsicana fair assn Oct 12 to 15 T  
B Roberts pres T D Hightower sec  
Dallas State Fair and Expo Oct 16 to 31 L M  
Knepply pres Sydney Smith sec and migr J B  
Adams treas  
Dickinson Texas Coast fair assn Prof J W  
Mally sec Hulen Tex  
Groesbeck Limestone county fair No fair in  
1897 S D Ring sec  
Hillsboro Hill county fair assn Oct 6 to 8 D  
W Campbell sec  
New Braunfels Comal county fair assn Oct  
or Nov H Landis pres F Simon sec  
Taylor Taylor fair assn Howard Bland sec  
Victoria Southwest Texas fair Nov 2 to 5 L  
D Hea on pres L N Hofer sec

VERMONT.

Brandon Brandon Fair Oct 5 and 6 H R C  
Watson pres E F Howd sec  
Orwell Orwell Farmers' Club assn Sept 28 and  
29 Dr W H Vincent pres H D Branch sec  
Tunbridge The World's Fair

VIRGINIA.

Lynchburg Oct 12 to 15  
Norfolk Norfolk fair assn Oct 1 ohn  
Mariner pres

WASHINGTON.

Colfax Whitman county Fair Sept 28 to Oct 1  
Zell M Beebe sec  
Myers Falls Stevens county Fair Sept 29 to  
Oct 1  
Spokane Fruit Fair Oct 5-16 Herbert Bolster sec  
Tacoma Pierre county fair assn Dr C W Cham-  
berlin pres H E Knatvold treas Fred J  
Chen sec

WEST VIRGINIA.

Walton Roane county Fair Oct 6 to 10

WISCONSIN.

Baraboo Sauk county Fair Sept 28 to Oct 1 J  
S Hall sec  
Beaver Dam Dodge county fair Sep 28 to Oct 1  
W W Harvey sec  
Cedarsburg Ozaukee county Agr Society Sept  
28 to Oct 1 W H Rintelman pres D E Mc-  
Ginley sec  
Crandon Crandon Fair assn Oct 5 to 7 S Shaw  
sec  
Durand Pepin Co Agr society Fair and races  
Sept 29 to Oct 1 J J Morgan sec  
Elkhorn Walworth county Agr Soc Sept 28 to  
Oct 1 Geo L Harrington sec  
Jefferson Jefferson fair assn Oct 5 to 7 J L  
Kearney sec  
Kaukauna Indian Fair Oneida Reservation  
Sept 28 to 30  
Oshkosh Oshkosh fair Sept 27 to Oct 1  
Shawano Shawano Fair assn Sept 27 to 29 L  
Boid sec  
Superior Sept 28 to 30  
Wautoma Waushara county Fair Sept 28 to 30  
Gilbert Tennant pres J W Jeffers treas W H  
Berray sec  
West Bend Washington county Agr Soc Sep  
27 to 29 Joseph Ott sec  
West Superior Douglas county Agr Soc Sept 28  
to 30 Fred M Williams sec  
Whitehall Trempealeau county Agr Ind and  
Driving Fair assn Sept 28 to 30 H H Scott sec

BRITISH COLUMBIA.

Ashcroft Oct 12 and 13  
Chilliwack Sept 28 to Oct 1  
Kamloops Oct 13 to 15  
Ladner Oct 3  
New Westminster Oct 5 to 8  
Vernon Sept 29 to Oct 1

CANADA.

Almonte North Lanark Sept 28 to 30 W P Mc-  
Ewen pres  
Beachburg North Renfrew Fair Sept 30 and Oct  
1 John Brown sec Beachburg  
Brampton County of Peel Agr society Sept 28  
and 29 Henry Roberts sec Brampton  
Cayuga Haldimand county Fair Sept 28 and 29  
J W Sheppard sec Cayuga  
Drumbo Blenheim Agr society Sept 28 and 29  
Tom S Teller sec Drumbo  
Durham South Grey Sept 28 and 29 Arch Mc-  
Kenzie sec Durham  
Elora Pilkington and Elora Fair Sept 30 to  
Oct 1  
Guelph Central Exhibition Sept 28 to 30 Wm  
Laidlaw sec Guelph  
Halifax N S Nova Scotia Provincial Fair Sept  
28 to Oct 1 James W Power sec  
Kemptville Ont Kemptville Exposition Sept  
27 and 28 August Buchanan sec Kemptville  
Lachute Que County of Argenteuil Exhibition  
Sept 28 and 29 G J Walker sec Lachute Que  
Lindsay Central Fair Sept 23 to 25 Jas Keith  
sec Lindsay  
Markham Ont E R of York and Markham Agr  
Societies Oct 6 to 8 W H Hall sec  
Otterville South Norwich Oct 1 and 2 Alex  
McFarlane sec Otterville  
Paris North Brant Oct 5 and 6 H C O'Neill sec  
Paris  
Rockton World's Fair Oct 12 and 13 David Bell  
sec Rockton  
Rockwood Eramosa Fair Oct 6 and 7  
Sault Ste Marie East Algoma Oct 10 to 17 Wm  
Brown sec Sault Ste Marie  
Simcoe Union Fair Oct 12 to 14 J Thos  
Murphy sec Simcoe  
Stayner North Simcoe Oct 5 to 7 Arch Hill sec  
Stayner  
Tilamook South Oxford Union Sept 28 and 29  
Alex McFarlane sec Otterville  
Wallacetown West Elgin Fair Sept 30 and Oct 1  
Alex McCallum sec Wallacetown  
Windsor Ontario and Durham Sept 27 to 29 Jos  
White sec Whitby  
Woolwich Oct 5 and 6

Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31.  
Winnepeg Man Winnipeg Industrial Exhibi-  
tion July 19 to 24 F W Henbach mgr  
Omaha, Neb. Trans-Mississippi and Interna-  
tional Exposition, June 1-Nov. 30, 1898

Races.

Omaha Neb State Fair Sept 20 to 25  
Sedalia Mo State Fair Sept 20 to 25  
Richland Center Wis Sept 21 to 24  
Mincola N Y Sept 21 to 25  
Duluth Minn Sept 22 to 25  
Springfield O Sept 24 to 27  
Carnegie Pa Sept 28 to 30  
Superior Minn Sept 28 to 30  
Schoharie N Y Sept 27 to 30  
Baltimore Md Pimlico Sept 27 to Oct 1  
Readville Mass Sept 27 to Oct 1  
South Bend Ind Sept 27 to Oct 1  
Elkhorn Wis Sept 28 to Oct 1  
Portland Ind Sept 27 to Oct 1  
Troy O Sept 28 to Oct 1  
Belleville Ont Sept 28 to Oct 1  
Millersburg O Sept 28 to Oct 1  
Bremen Ind Sept 28 to Oct 1  
Chariton Ia Sept 28 to Oct 1  
Carrollton O Sept 28 to Oct 1  
Cedarburg Wis Sept 29 to Oct 1  
Rochester Ind Sept 29 to Oct 2  
Wichita Kas Sept 27 to Oct 2  
Springfield Ill State Fair Sept 22 to Oct 2  
Burlington O Sept 28 to Oct 1  
Portland Me Righty Oct 4 to 8  
Angola Ind Oct 4 to 8  
Burlington Ind Oct 5 to 8  
Mount Pleasant O Oct 5 to 8  
Akron O Fair Oct 5 to 8  
Norfolk Va Oct 5 to 14  
Danbury Conn Oct 6 to 9  
Richwood O Oct 12 to 15  
Medford Mass Oct 12 to 15  
Woodsburg Pa Oct 13 to 16  
Morris Park N Y Westchester Racing assn  
Fall meeting Oct 14 to Nov 2  
Medford Mass Oct 15 to 21  
Kaleigh N C Oct 18 to 23  
Saugus Mass Oct 26 to 30  
Red Oak Ia Sept 27 to Oct 2  
Cedarburg Wis Sept 27 to Oct 2  
meeting first week in June Fall meeting Sept  
27 to Oct 1  
Malone N Y Sept 28 to Oct 1  
Hillsdale Mich Sept 27 to Oct 1  
Terre Haute Ind Sept 27 to Oct 13 R G Watson sec  
Malone Vt Sept 28 to Oct 1  
Providence R I Oct 5 to 8  
Lexington Ky Oct 5 to 16  
Brooklyn Mass Oct 6 to 9  
Aberdeen S D State Fair Oct 11 to 16  
Medford Mass Oct 13 to 15  
Louisville Ky Oct 18 to 20

**KNOX**  
Bill Poster, Distributor.  
MADVILLE, PA.

**CITY BILL POSTING CO.,**  
HARRY B. BUSSING, Manager.  
**NORWALK, CONN.**

DENVER, COLO.

The Curran Bill Posti.g & Distributing Co.  
owns and controls all bill boards and ad-  
vertising privileges in Denver, Pueblo and  
Colorado Springs. Population of Denver,  
165,000; Pueblo, 40,000; Colorado Springs,  
Colorado City and Manitou, 25,000.

Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St.,  
San Francisco; Union Block, Portland, Ore.; 105  
East First Street, Los Angeles, Cal. Established  
1888. Reads every publication printed on the  
Pacific coast from Alaska to Mexico.

Scranton, Pa. 654 Deacon.

J. H. Beltz, member I. A. of D., samples put  
out, circulars distributed, signs nailed up.  
Work is guaranteed. 200,000 people in Lack-  
awanna County.

Aurora, Ills. B. MARVIN,

Bill Poster and Distributor. Circuit, 16  
towns. Pop. 60,000.

**Jackson, Ga., C. A. Henderson & Co.**  
Member I. A. of D., advertising agents,  
Territory: Atlanta, McDonough, Griffin,  
Locust Grove, Jackson, Planilla, Macon,  
Forsyth and Barnesville, includes popula-  
tion of 15,000.

Grand Rapids, Mich.

George M. Leonard, Reliable Distributor

**JOHN T. WILLIAMS**  
Manager Northwest Bill Posting and Advertising Co.,  
346 MORRISON STREET,  
PORTLAND, OREGON.  
Member I. A. D. and P. C. B. P. A.  
Population 90,000. Established 1868.

**THE ... EDISON MONEY**  
**LATEST LATEST MAKER.**  
97 MODEL  
**PROJECTOSCOPE**

The most perfect, cheapest and simple screen machine in the world, produc-  
ing full life-size pictures. We have 1,000 different subjects to choose from.  
Price of Machine, only \$100.00. Films \$15.00.  
We also rent machines, with films and services of operator. Write for terms  
and book your own time.

**N. Y. FILM AND CAMERA CO., 44 PINE STREET, NEW YORK.**

The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the  
Christmas Special, out December 1st, next. It will consist of 36 pages, handsomely illustra-  
ted, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c  
each. The advertising rates will be 10 cents per page line, with 20 per cent additional for  
specified position.

| LARGER ADVERTISEMENTS. |         | LITHOGRAPHED PAGES.             |          |
|------------------------|---------|---------------------------------|----------|
| Whole page             | \$50.00 | Page 2 of Cover, in 2 colors    | \$100.00 |
| Half page              | 27.50   | Page 3 of Cover, in 2 colors    | 100.00   |
| Quarter page           | 15.00   | Page 4 of Cover, in 8 colors    | 200.00   |
| Eighth page            | 8.00    | Double page center, in 8 colors | 300.00   |

No deviations will be made from these prices, and no discounts of any kind. Copy for ad-  
vertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes  
Nov. 22. Size of type page, 9x11 1/2.

**CONVENTIONS,**  
Fetes, Celebrations, Etc.

Under this heading we publish free of  
charge the dates of all notable events, which  
are likely to attract large concourses of people  
to any one particular city and for this reason  
prove of importance to advertisers, shoppin-  
gmen, general passenger agents, etc.  
The list is carefully revised and corrected  
monthly.

Baltimore Md Royal Arch Masons General  
Grand Council Royal and Select Masons  
General Grand Chapter Triennial Meeting  
and Centennial Celebration Oct 11 to 16  
Boston Mass Philadelphia Veteran Firemen's  
Reunion Oct 12  
Buffalo N Y W C T U Convention Oct 29 to  
Nov 3  
Buffalo N Y Brotherhood of St Andrew Oct 13  
Chicago, Ill. National Association Moulding  
and Picture Frame Manufacturers Dec 15  
Chicago Ill Illinois Manufacturers' Exposition  
Home Products Coliseum Sept 25 to Oct 16  
Chicago Illinois Agr Fair Coliseum November  
Chicago Ill Home Seekers' Convention Sept 30  
Chicago Ill Mardi Gras Oct 4 to 9  
Cincinnati O Grand and East Ohio Foresters 1898  
Cincinnati O Ohio State Library Assn Oct 5 to  
6 A W Whippley pres  
Cincinnati O Brotherhood of Locomotive Fire-  
men Jan 21 Keynotes sec Cleveland O  
Columbus O National Convention of Mayors  
and Councilmen Sept 28 to Oct 1  
Columbus O Reunion Army of the Cumberland  
Sept 22 to 24  
Columbus O National Street Lighting Assn  
Sept 28  
Columbus O International meeting Farmers'  
Institutes Oct 27 and 28  
Dayton O Southern Diocese of Ohio Convention  
Bishop Vincent Cincinnati chairman Dates  
not set  
Denver Col Mountain and Plain Festival Oct  
5 to 7  
Denver Col American Assn of General Baggage  
Agents Oct 13  
Detroit Mich National Hotel and Restaurant  
Employes Assn Sept 21 to 25 F S Egger sec  
Chicago Ill  
Detroit Mich American Institute of Architects  
Sept 21 to 25 Zach Rice sec Detroit  
Detroit Mich U S Brewmasters' Assn Sept 27 to  
28  
Harrisburg Pa Patrons of Husbandry Nov 7 to 20  
Indianapolis Ind Conclave of the Supreme  
Lodge K of P 34 Tuesday in August 1908  
Indianapolis Ind Convention of Christian  
Churches Oct 14 to 21  
Kansas City Mo Priests of Pallas Parade J P  
Loomis pres L B Cross sec  
Lincoln Neb Irrigation Congress Sept 28 to 30  
C M Heintz sec St Louis Mo  
Louisville Ky Mississippi Valley Medical Assn  
Oct 5 to 8  
Lowell Mass Massachusetts Universalist Con-  
vention Sept 28 to 30  
Lynn Mass Patriarchs Militant I O O F Oct  
5 and 6  
Milwaukee Wis Episcopal Church Missionary  
Council Oct 19 to 21  
Mt Clemens Mich Convention of Gas Men May  
19 to 21 1898  
Nashville Tenn Laundrymen's National Assn  
Sept  
Nashville Tenn Cripples' Convention Wm R  
Trower sec 911 Union Trust bldg  
Nashville Tenn American Society of Municipal  
Improvement Oct 5  
Nashville Tenn Congress of Authors and Art-  
ists Oct 11 and 12  
New Bedford Mass Semi-Centennial Celebra-  
tion Oct 10 to 16  
New Haven American Board of Commis's,  
Foreign Missions Oct 12 to 15  
New Uim Minn Sons of Herman National  
Grand Lodge Sept 21 to 25  
New York City Commercial Travelers' Fair  
February 28 to March 5, 1898 Alfred Chasseaud  
manager  
Niagara Falls Opening Grand Trunk Railway  
Bridge Sept 23 to 25  
Norfolk Va State Convention B V P U Oct 6  
and 7  
Orlando Fla National Good Roads Congress  
Feb 2 1898  
Paterson N J C E Society of New Jersey Oct  
6 to 8  
Peoria Ill Annual meeting Grand Lodge K of P  
Oct 19 to 22  
Philadelphia Pa German American Journalists'  
Assn. Date not decided  
Philadelphia Pa National Convention Master  
House Painters and Decorators of the United  
States Feb 12 to 14 1898  
Pittsburg Pa Grand Encampment of Knights  
Templars 2d Tuesday in Oct W B Melish Gr  
Junior Warden  
Pittsburg Pa National Brick Manufacturers  
Feb 1898 T A Randall sec Indianapolis Ind  
Port Huron Mich National Fraternal Congress  
Oct 5 to 8  
San Francisco Cal Northern Baptist Convention  
1899  
Scranton Pa Amalgamated Railway Men Sept  
23 to 25  
Springfield Ill Grand Lodge I O O F Sept 20  
to 25  
St. Louis Mo Master Horsehoers Protective  
Assn Oct 11 to 15  
Toronto Can World's W C T U Convention Oct  
23 to 26  
Toronto Can Canada W C T U Convention Oct  
20 to 23  
Vernon N Y Sept 29 and 30  
Washington D C National Convention Spirit-  
ualists Oct 19 to 21  
Wilkesbarre Pa State Firemen Oct 5 to 8

**Poultry Shows.**

Asheville N C Jan 4 to 7 1898 R L Simmons  
manager  
Amesbury Mass Amesbury Poultry and Pet  
Stock Assn M H Sands secy  
Ashland O Ashland C P Assn Dec 22 to 25 H  
A Mykranitz sec  
Auburn Neb Nemaha Valley P Assn Nov 30 to  
Dec 3 Rhodes L L Alsbaugh sec  
Bloomington Ill Bloomington P Assn Dec 15 to  
21 B N Pierce J D Shipley cor sec Normal Ill  
Bluffton O Consolidated P Assn Feb 1 to 5 H  
A Bridge J D Kohl sec  
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to  
8 E C Pease sec Hamburg N Y  
Cedar Rapids Ia Linn Co P Assn Jan 10 to 15  
B N Pierce J Chas H Player sec  
Chicago Ill National Fanciers' Assn Jan 24 to  
29 Chas S Weaver sec 100 Washington street  
Cleveland O Northern O P and P S Assn Dec 6  
to 12 F R Hunt sec  
Clinton Mo S W M P Assn Dec 14 to 17 W H  
Talbert sec  
Danbury Conn Danbury and Bethel P Assn  
Dec 10 to 11 F Burnas sec  
Detroit Mich Michigan State P and P Assn Jan  
3 to 4 F W McKenzie sec Concord Mich  
Dixon Ill Rock River Valley Poultry Assn Dec  
14 to 18 Shellabarger J F W Fargo sec  
Erie Pa Northwest Penn Pet Stock assn  
Dec 28 to Jan 1 A E Blethan sec  
Hamilton Va Old Dominion P and P Assn of  
Loudoun Co Nov 2 and 3 R J N Reed sec  
Hartill Mass Merimack Valley Poultry Assn  
Dec 28 to 30 Geo H Greenman sec  
Indianapolis Ind Indiana State P Assn Jan 10  
to 15 Thos W Potage sec  
Johnstown N Y Adirondack Poultry and Pet  
Stock Club Nov 24 to 27 Frank Randall pres  
H J Quilhot sec  
Kansas City Mo Mid-Continental P Assn Dec  
25 to 30 F M Shaw sec  
Lebanon Mo Laclede Co P Assn Nov 29 to Dec  
4 F W Hitchcock J Geo H Hinds sec  
Los Angeles Cal Los Angeles Co Poultry Assn  
Jan 10 to 17 Henry W Kruckeberg sec  
Louisville Ky Kentucky State P Assn Jan 10 to  
15 H A Bridge J V Bicknell JJ J R Mount sec  
Langrange Ky  
Mansfield O Mansfield P P and P S Assn Dec  
29 to Jan 1 C W Ezz sec  
Miamiburg O Miami P Assn Dec 5 to 10 H A  
Bridge J Oliver L Dosh sec  
Nashville Tenn Tennessee Poultry Pigeon and  
Pet Stock Assn Jan 11 to 15 M H Hopkins sec  
New Haven Conn New Haven Poultry Assn  
Dec 29 '97 to Jan 1 '98 N D Forbes sec Mont-  
wese Conn  
New London Conn Eastern Connecticut P Assn  
Dec 28 to 31  
Oneonta N Y Oneonta P and P S Assn Dec 14  
to 17 Arthur J Relyea cor sec  
Parsons Kas Parsons and E P Assn Dec 7 to  
10 B N Pierce J R Kunder sec  
Peoria Ill Peoria Feathered Stock Assn Jan 4  
to 8 Dr J Oglesby Gable sec Peoria Ill  
Princeton Ill Central Illinois P Assn Dec 30 to  
31 A C Best sec  
Rochester N Y Rochester P P & P S Assn Jan  
10 to 15 John J Beveridge sec 88 Lowell street  
Rockford Ill Northern Illinois P Assn Jan 10  
to 15 McClave J A H Currier sec  
Sedgewicks Kas Kansas P and P S Assn Dec 6  
to 11 W M Congdon sec C H Rhodes J  
Seneca Falls N Y Seneca Poultry and Pigeon  
Assn Pres Hodel sec  
St. Louis Mo St Louis Fanciers' Assn Dec 13 to  
18 J H Ahrens sec Butterfield and Bridge J  
Tacoma Wash Tacoma P Assn Dec 20 to 31  
Stephen Holbrook sec  
Titusville Pa The Titusville Poultry Assn Dec  
14 to 17  
Topeka Kas Western Pigeon Club Dec 14 to 21  
F M Gilbert J M F Hankla sec  
Wilkesbarre Pa Wilkesbarre P P and P S Assn  
Dec 27 to Jan 1 E S Kirkhuff sec

**Dog Shows.**

Newton N C Eastern Field Trials Club Nov 15  
S C Bradley sec

**Food Shows.**

Chicago Ill Retail Grocers' and Butchers' Assn  
Food Show Oct 4 to 25 A E Miller 162 Wash-  
ington st manager  
New Haven Conn Oct 4 to 16 Louis D Chidsey  
manager

**Horse Shows.**

Chicago Ill Coliseum Nov 2 to 13  
Cleveland O Central Armory Nov 2 to 6 J B  
Perkins manager  
New York City Nov 15 to 20 Entries close Oct 23

If you are an up-to-date advertiser you want the  
latest and best advertising novelties.  
Before placing your order write  
The Adv. Novelty Co, 32, 34 and 36 E. 3d St  
CINCINNATI, OHIO.  
Manufacturers of all novelties in Domestic and  
Imported Advertising Novelties, Cards  
Calendars, Panels, Shapes, Etc.

**Cincinnati, O. Pop. 350,000.**  
Unexcelled Distributing Service.  
W. H. Steinbrenner, 811 Vine, Cincinnati

**WAUKESHA, WIS.**

Cadwell F. Meyls City Bill Poster and Dis-  
tributor. 638 Main Street.

**The Jackson County Fair.**

SEPT. 28, 29, 30.  
OCT. 1, 1897.  
Best Fair in Best County of Missouri, to be held at Howard Park, Lee's Sum-  
mit, Mo. If you want publicity in any form before the 50,000 people in attendance,  
write to  
FRED. B. CAMPBELL, LEE'S SUMMIT, MO.

**The Babbitt Entry and Record System.**

(For keeping track of Entries and Awards, and Money Received From  
and Paid To Exhibitors at FAIRS.)  
DESIGNED IN 1896, AND IMPROVED IN 1897,  
—BY—

**A Man Who Knows The Business.**

Price \$5.00. (due when your fair is over.) Will send a set by  
express, collect, on approval to any Sec'y in U. S. or Canada,  
and stand the express back in case you do not like them.

*Arthur Babbitt.*  
Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair,  
MADISON, WIS.

**OREGON SIGN CO.**

Bill Posters, Distributors and Sign Paint-  
ers Box 374, Oregon City, Oregon.

**THE MANHATTAN**

**PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON.

ARTHUR CASSOT, Manager.

Knickerbocker Building.

No. 2 West 14th St., New York.

Supplies press clippings for Trade Jour-  
nals, and on all subjects. Best facilities.

HON. CHAUNCEY M. DEPEW

is one of our regular patrons.

HON. CALVIN S. BRICE:

You have the best facilities of any-  
one in the field in your business.

**Chicago, Ills. J. A. CLOUGH,**

Contracts solicited for the distribution of  
all legitimate advertising matter in Chi-  
cago and suburban towns.

**HENRY C.**

**CROSBY**

**ADVERTISING**

**SIGNS**

Romaine Building.

**PATERSON, N. J.**

11197

**TROY, ILL.**

F. C. Gates. Bill Poster and Distributor.  
Reference furnished.

ESTABLISHED 1876.

**CHARLES W. YORK.**

Bill Poster and Distributor.

**HAVERHILL, MASS.**

I make a specialty of Distributing.  
Reference if required.

**STERETT Show Printing Co.,**

San Francisco, Cal.

What is worth doing at all,  
is worth doing well.

**JOHN H. JONES,**

Best facilities for distributing, sampling, sign  
tacking—card, tin or steel. Population 500,000.  
Dwellings, 85,000. Member I. A. of D.

Office, N. W. Cor. Mount & McHenry Sts.,

**BALTIMORE, MD.**

Kansas City, Mo. Pop. 300,000.

Midland Advertising Co., Joseph Reid, Mgr  
Distributing, Tacking, Reliable Men only  
All towns in Jackson and Wyandotte Cos.  
Mem International Ass'n of Distributors.

A STATEMENT TO BE PROUD OF

WE HAVE PRINTED  
OVER 2,000,000

*Letter Heads*



# Campaign Stands

Made from our Stock Letters are greatest ever seen. Talk about "Business-Bringers." One bill poster recently sent us \$1.00 for a Campaign Stand, without any order from the candidate, he put it up, and soon had the entire list of candidates on both tickets running after him, actually begging him for location. His boards are full! You can do likewise. If you have no campaign, try one of your merchants. It's a small investment. It will pay you. We can make any size stand. Send \$1.00 and copy. Our new CATALOGUE will be ready next month.

**HENNEGAN & CO.**  
**POSTER PRINTERS,**  
**719-721 SYCAMORE, CINCINNATI.**

## All the Trouble, All the Annoyance, All the Loss of Time



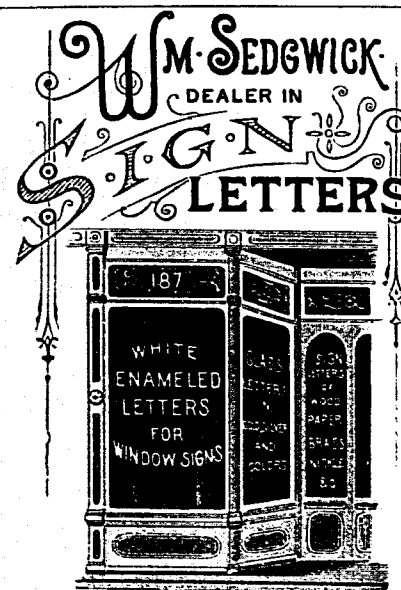
May be avoided by placing your entire Bill Posting appropriation in my hands.

My facilities for handling this class of advertising are excelled by none, and are at your service. I place bill posting throughout the entire United States, in all Cities, Towns and Villages. My arrangements for inspecting are perfect; can arrange for inspection when paper goes up, or for two inspections, one at end of the month, thereby assuring the advertiser of a full and perfect service. I charge a reasonable price for this inspection service. The advertiser may make inspection himself if he prefers.

*Sam W. Hoke*

Long-Distance Bill Poster,

Telephone Connection. 107 W. 28th St., New York



Manufacturer of **ALUMINUM,**  
**AND ALUMINUM GOLD BRONZE**  
**Sign Letters and House Numbers.**  
 Luminous Door Name and House Number Plates.  
 Cheapest and Best.

Send for 64 page Illustrated Price List Free.

**WM. SEDGWICK,**  
**258 CLARK STREET,**  
**CHICAGO.**

Fair Ground Games,  
 Merry-Go-Rounds,  
 Games, Etc.

Playing Card and  
 Ivory Games.

Club Room Furniture,  
 Faro and Poker Chips,  
 Sporting Goods.

**OGDEN & CO.**

Manufacturers of **Bonanza, Star, Carlo,**  
**Automatic Slot Machines, Monte Carlo, Etc.**  
 New Designs Every Month. Largest Factory in U. S.  
 Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

**AGENTS WANTED** Either ladies or gentlemen,  
 to sell our new

● **HIGH-GRADE TOILET SOAPS AND PERFUMES,**

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

38 East Third St.,  
**THE MINETEAUX SOAP & CHEMICAL CO., CINCINNATI, O.**

## ARE YOU GOING TO THE KLONDIKE?

Why Not Start a Gold Mine of Your Own?

Owing to the demand for letter patterns, we have made arrangements with one of the best pattern cutters in America for letter patterns of any size and style, and make the following liberal offer:

For \$3.00 cash with order, we will send ten alphabets, including the character & and four sets of numerals, in sizes from two to twelve inches, different styles, suitable for painting almost any kind of a sign. They are cut from tough strawboard, and with care will last a lifetime.

For \$1.50 cash, we will send the same plainly marked on strawboard ready to cut. These letters are strictly up to date, and are also suitable for bill posters for marking dates, etc., on posters.

Special sizes cut to order, or marked ready to cut. Give name of your Express company. Address

**R. H. FORGRAVE,**  
**PICKERINGTON, OHIO.**

**Chillicothe, Mo. Z. B. Myers,**  
 Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. d97

**W. E. Patton, Corinth, Miss.,**  
 Bill Poster and Distributor. Reference furnished. Box 161. d97

**Blaney, Wm. E., Expert Ad Writer,**  
 Station T, Boston, Mass. d97

**Peru, Ind. Chas. W. Stutesman**  
 Licensed City Bill Poster and Distributor.

**Clarksburg, W. Va. Pop. 5,000**  
 W. L. Delson, City Bill Poster and Distributor. d97

**Waukon, Ia. Wm. S. Hart & Co.**  
 Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. auly

**Po'keepsie, N.Y. 24 Mechanic St.**  
 M. F. Sprenger, The Honest King Bill Poster and Distributor. d97

**Delaware, O. G. D. McGuire,**  
 City Bill Poster and Distributor.

**The.....  
 Result-Getiveness  
 of My Distributing**

Is what pleases my patrons—such advertisers as Dr. Miles Med. Co., California Syrup of Figs, Peruna Drug Co., Dr. Chase Co., Dr. Kilmer, True Remedy Co., Mennen Chemical Co., Orator F. Woodward, LeRoy, N. Y., Block Bros., Wheeling, W. Va., and many others. When such firms as the foregoing are satisfied with the results of my distributing, why shouldn't you employ me?

**W. H. STEINBRENNER,**

Room 609, Lincoln Inn Court, 519 Main Street, CINCINNATI, O.

M'CALL, AD. WRITER, SARATOGA SPRINGS, N. Y.



## VIRGINIA.

JOS. M. GOLDSMITH.

**GOLDSMITH BROS.**

JAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.

FREDERICKSBURG, VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References.

Population 6,000. Drawing Population 50,000.

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

**MANNING, S. C.**

Distributor. T. M. Young Manager. P. O. Box "Y."

**TRENTON, New Jersey**

The Trenton Bill Posting Co.

Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

**FAYETTEVILLE, N. C.**

Hawkins Bros. Bill Posters and Distributors. Lock Box 170

## ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

**Strike while the Iron is Hot!**

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

**D. J. Lefebvre Adv. Co.**

RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.

Keep Our Address For Future Reference.

**Jacksonville, Ill.** 807 S. Main St.

Wm. Burke, member of and recommended by U. S. Dist. Bureau

**HIGGINSVILLE, MO.** Pop. 5,000

The Greatest Country on Earth.

**RIGG BROS.,**

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

**HOWLAND** Advertising Sign Co., Rome, N. Y.**C. F. Bangasser & Co.**

CITY BILL POSTERS AND DISTRIBUTORS.

Signs Tacked and Signs Painted. Own all Billboards in our locality. P. O. Box 35

MC MINNIEVILLE, OREGON.

**WOODLAND, CAL.**

Dietz &amp; Glendinning, Bill Posters.

**Pittsburg, Pa.** Pop. 500,000.

Established 1892. The "TWIN CITIES" Distributing Agency. DISTRIBUTORS. Office 6, Sixth St. Branch, ALLEGHENY. J. T. HUDSON, Manager.

**Mr. LEWIS GARRISON**

Is about to return to South Africa, where he has spent over a year.

Firms wishing to open up business relations with South Africa, are invited to correspond with MR. GARRISON, at COLUMBUS, OHIO. \* \* \* \* \*

**The Hustler Advertising Co.**

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

W. H. CASE, MANAGER. 24 NORTH MINER STREET. FORT WAYNE, IND.

**FRANK M. DUEL,** BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

**The Bill Poster**

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

**MEMPHIS, TENN.**

Van Beuren &amp; Co., Bill Posters and Distributors, 224 Second street.

In offering the services of the

**United Press News Bureau**

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

**United Press News Bureau,** 134 Van Buren St., Chicago.**Evansville, Ind. 75,000, Licensed** Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors.**Kansas City, Mo.** and her suburbs

Combined population 300,000. 60,000 pieces does it all. Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), Jos. REID, Manager, 617 Grand Ave., Kansas City, Mo.

**Newport, Ky. G. H. Otting & Son,** Own and control all boards. Good Service**BRANTFORD, CAN.**

POP. 17,000.

Chas. M. Smith &amp; Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution.

**TERRE HAUTE, IND.**

James M. Dixon, Distributing, 29 South 5th St.

**YOU KEEP TEXAS POSTED AND WE WILL KEEP YOU POSTED.**

UNDERSTAND OUR PROPOSITION: You have something to sell and are seeking buyers. Why not keep the people of Texas posted on what you are offering? Texas has enormous crops this year, which means lots of money for her people. They will buy of you if your prices are right and qualities are good, but maybe they are not acquainted with you yet. THEN

**Procure an introduction through the medium of our billboards.**

We will contract to post all of Texas or any part or section of it. WRITE US FOR PRICES.

We have space to sell; that is a part of our business, so that we are in shape to Keep You Posted, if 1000 feet (lineal) of Billboards, 75 Three-Sheet Boards, 100 One-Sheets, 20 Eight-Sheet Boards and all the dead walls can accomplish it. Temple has 10,000 people, is a hustling, bustling railroad town, located in the very heart of the famous Blackland Belt of Texas.

YOU DO NOT HAVE TO PAY UNLESS OUR SERVICES ARE WHOLLY SATISFACTORY.

**T. J. DARLING & CO.** THE CITY BILL POSTERS, TEMPLE, TEXAS.**LORAIN, O. P. J. SMITH.**

Bill Poster and Distributor. 319 6th St. n97

**Southern Press Clipping Bureau, Atlanta, Ga.**

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

**C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Backs.** Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.**CHILLICOTHE, ILL. CHARVAT BILL POSTING CO.** HENRY CHARVAT, Manager. Seven Cities Covered. Population, 12,000. Correspondence Solicited. n97**Laconia, N. H. Pop. 15,000.** Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.**Business** The Office Paper

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing. To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office. Monthly, \$2 a year. Address BUSINESS PUBLISHING CO., 11 Astor Place, New York.

**MILFORD, MASS.**

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 22 So. Bow street. Sole control of all bill boards in city and adjoining towns. 30 years' experience in this city. Baggage and scenery truck express. n97

**YOUR PORTRAIT.**

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

**SOW YOUR SEED**

IN... RICH SOIL

McCall, Ad-Writer, Saratoga, N. Y.

That is, in Middletown. Sure crop of results if we are the sowers of your advertising seeds—circulars, etc.

GOOD SEED AND GOOD SOWERS BRING GOOD CROPS.

**MIDDLETOWN ADV. CO.**

THE "SURE CROP" DISTRIBUTORS, MIDDLETOWN, N. Y.

**The W. D. Husted Advertising Co.**

Town and Country... BILL POSTERS,

Distributors, Bulletin Sign Painting,

AND

Out door Advertising of every description

Office: 67 Main Street,

MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

**MANSFIELD.**

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

**LARAMIE, WYO.**

H. E. Root, Mgr. Opera House and City Bill Poster and Distributor (11c'd), 150 3d St. n97

**"Mr. Manager!"****"One Moment Please."**

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

**C. M. Smith & Co.,** Brantford, Canada.

Population of City 17,000. County 50,000.

Country 5,000,000. n97

**BANGOR Me. and Neighboring Cities. Pop. 40,000.**

Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed.

C. B. Woodworth, Mgr. FORT WAYNE, IND.

**STAVANGER, MINN.**

Ole Holm, Bill Poster and Distributor. n97

**WANTED, AGENTS,** to sell our elegant**ADVERTISING CALENDARS**

Big Profits. Fine Line. Write Immediately.

**The Henderson Lithographing Co.**

Novelty Department.

CINCINNATI, OHIO.



# BUBB

POSTS BILLS AND DISTRIBUTES  
CIRCULARS AT  
WILLIAMSPORT, PENN'A

## CARLISLE, IND.

Sullivan Co., R. J. Chilcote Distributor. n

## JOHN L. MARSH

VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster.  
Card Tacking and Distributing a Specialty.  
All Work Guaranteed. Population, 5,000.

Charleston, W. Va. Pop. 15,000  
E. H. Carwithen, Distributor. Satisfaction  
guaranteed. Six adjoining towns. n97

## THE CLIPPING BUREAU

KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at once.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

## THE NEW ENGLAND NEWSPAPER BUREAU,

146 Franklin St., Boston

## Rutland, Vt., M. Kingsley.

Owens and controls all billboards. Address  
48 West St., Rutland, Vt.

## New Mexico and Arizona.

PERDRO R. GANDOVAL of Santa Fe, N. M. will do all the Bill Posting, Sign Tacking, Space Lettering, Distributing, and Mailing you want in New Mexico and Arizona. Good Work Guaranteed. Write to him at once.

## Oakland, Cal.

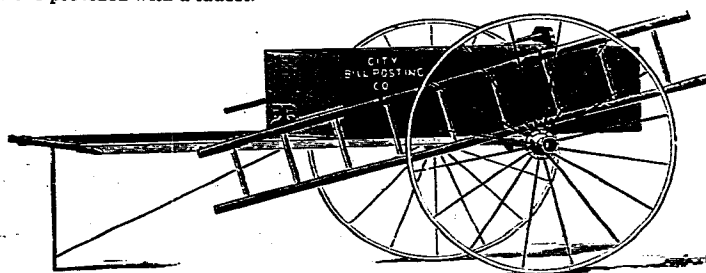
Belasco & Co., Bill Posters and Painted Signs. n7



ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI  
NEW YORK  
CHICAGO

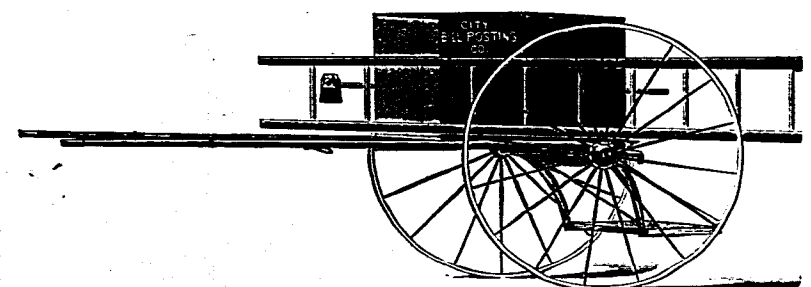
## Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



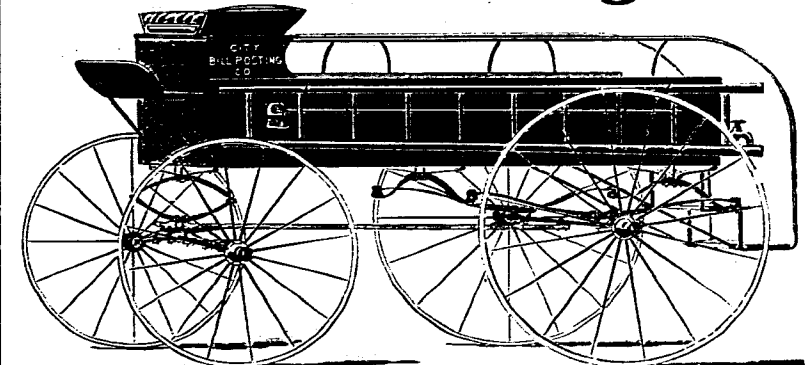
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of \$24.50 EACH.  
No extra charge for painting firm name on the sides.

## Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of \$44.50

## Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops, in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—\$130.00.

Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

## WANTED!

A Few Hundred  
Sheets of Paper  
To Post in .....  
MARBLEHEAD, MASS.

--- SEND TO ---

## Noon Bill Posting Co.

MARBLEHEAD, MASS.

## PAULDING, OHIO.

F. W. French, Distributor. Work guaranteed.

## ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

## SCIENCE OF ACCOUNTS.

## ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,  
WOOL EXCHANGE, NEW YORK.

Meridian, Miss., Pop. 15,000  
L. D. Hoffer, city bill poster and distributor.

Bill Posting, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK, Summitville, Ind.

R. W. STORRS,  
De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired.

Santa Fe, N. M. A. M. Dettelbach,  
Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's.

Butte, Mont. W. E. Kendrick,  
Bill poster and sign advertiser. P. O. box 122.

Winona, Minn. Pop. 25,000.

Winona Circular Dist. Co., 78 E. Second St. General Outdoor Advertisers, Sign Tacking a specialty.

LIMA, OHIO. Pop. 20,000.  
W. C. Firrell, City Bill Poster and Distributor. Work promptly done.

MILFORD, MASS. Pop. 9,000.

E. R. Negan, Distributor, 337 Main St.

Fort Wayne City Bill Posting Co.

Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

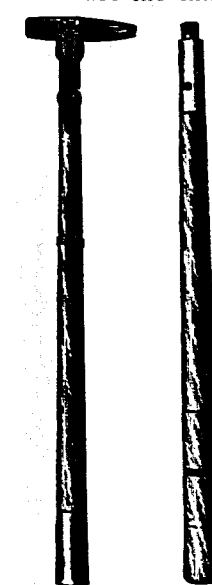
# NEW CLOTHING POSTERS.

We have just issued a New Stand for the Clothing Trade, and it's a beauty. It can be used as five separate three-sheets, a nine-sheet, a twelve-sheet, a fifteen-sheet, and by using Border, you can make it a twenty-four sheet. This is only one of many of our new ones. We have just issued our Catalogue of Commercial Posters. It contains the largest and finest line of Commercial Posters ever issued. You can find Posters for Everything. Send for it at once. It's money in your pocket.

# The Donaldson Litho. Co. CINCINNATI.

## Jointed Magnetic Hammers.

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Lith. Co., Cincinnati, O.  
DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,  
FLEISCHMANN & CO.  
Gardner, Mass.

W. P. BULLARD, Agt.

SAVES CLIMBING.  
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:  
36-in. handles, 2 sections, \$2.00  
42-in. handles, 3 sections, \$2.50

DONALDSON LITHO CO. Sole Agents,  
CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

## Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

## PRICES.

8 inch, \$2.25 each.  
9 inch, 2.75 each.  
10 inch, 3.00 each.



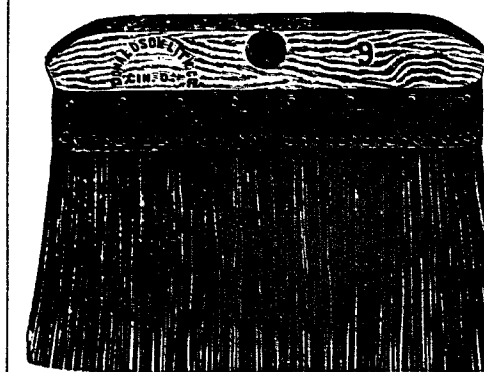
This is our celebrated

"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

## PRICES.

8 inch, \$2.75 each.  
9 inch, 3.00 each.  
10 inch, 3.25 each.



SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

## Jointed Paste Brush Handles

Made Expressly For

Traveling  
Advertising  
Agents.

Will fit inside of a bill  
trunk. Great convenience.

HANDY, DURABLE,  
STRONG, RIGID.

## PRICE:

7 feet, 2 sections, - \$1.25  
10 1/2 feet, 3 sections, - \$1.75

Donaldson Litho. Co.  
CINCINNATI.

Remit with order. None sent C. O. D.



Do you intend to advertise in

San Francisco,  
Oakland,  
Alameda Co.,  
CALIFORNIA?

SIEBE & GREEN,

OWN THE

Bill Posting and Painted Sign  
PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco. 44,000 Lineal Feet Fencing,  
10 and 20 ft. high.  
350,000 Population.

Oakland. 11,000 Lineal Feet Fencing.  
10 and 20 ft. high.  
60,000 Population.

Alameda Co. 9,000 Lineal Feet Fencing,  
10 and 20 ft. high.  
150,000 Population.

# THE BILLBOARD

VOL. IX., No. 9.

CINCINNATI, OCTOBER 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00

## RAMPANT.

The Executive Committee of the  
A. B. P. A. Breaks Loose With  
a Choice Assortment of Clubs—  
The Ax Wielded in Great  
Shape.

The following letter, report and order  
sent out to members explains itself:

Dear Sir—Herewith we beg to hand  
you a copy of minutes of the meeting of  
your Executive Committee, held at Hotel  
Bartholdi on October 5, and Official  
Order No. 1.

The reading of the minutes developed  
the fact that there was considerable dis-  
satisfaction and cause for complaint  
among many of the members. It was  
found that quite a few large advertisers  
were entirely ignoring the association  
rules by giving business to non-association  
members, and that their paper was  
also being handled by association members.

As you will note, there were two applications for soliciting membership, Mr. Donaldson, of Cincinnati, and Mr. Hoke, of New York. The committee had received numerous letters from members for and against the placing of their names on the roll. There was also complaint about the present solicitors not living up to the rules of the organization, and, in addition, many of our members were found to be very derelict in the payment of their dues. After considerable earnest discussion, it was the consensus of opinion that the association had reached a critical point in its career. Your Executive Committee felt that while much good had been done through increasing the standard of service and advancing the prices to a point where the bill poster was enabled to improve his plant and give such guaranteed service as would evoke the confidence of the national, as well as the local advertiser, at the same time there was a lack of cohesive force which made your committee feel that, in order to achieve the result aimed at by our organization, decisive measures must be taken and strict discipline enforced. Your committee felt that under no circumstances or conditions would it pass any resolution merely for the putting of the same on its statute books. The unanimous thought was, that if a resolution was made it should be lived up to, even if such adherence to principle meant the elimination of nine-tenths of its members. The one-tenth preferred to stand on the solid bed-rock of duty to being part and parcel of a vast organization which did not respect its own rulings.

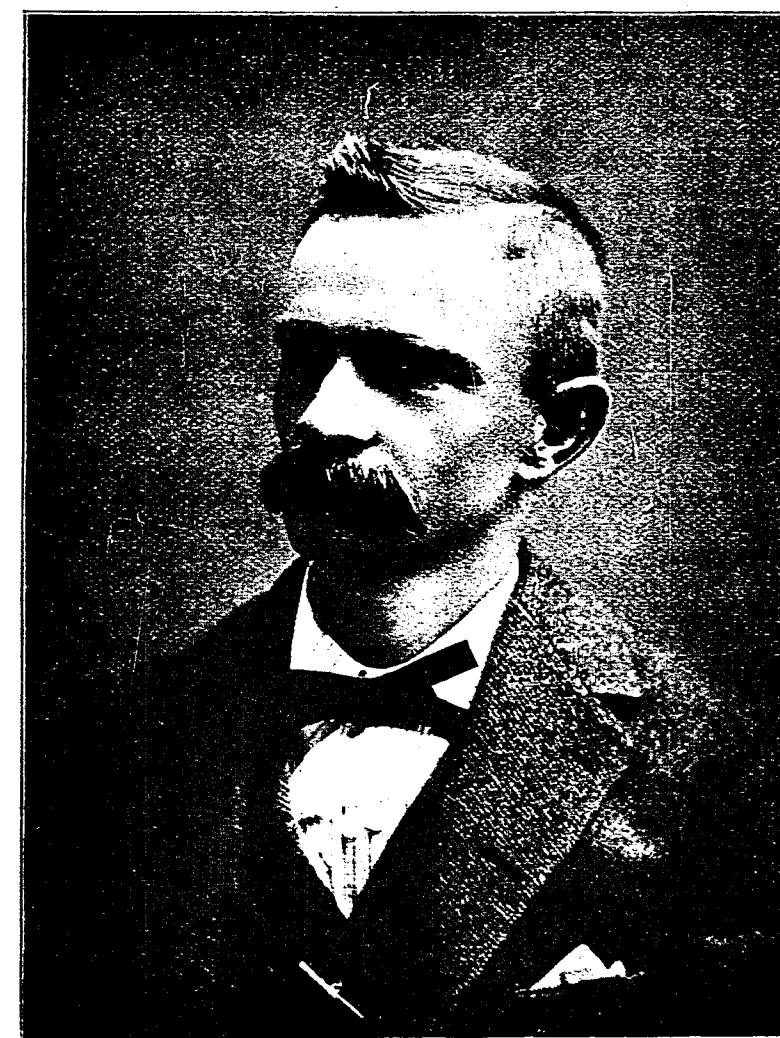
The committee wish to state that they fully realize that their action is much more drastic than that which was enacted at former sessions, but they also feel that the crisis which has been reached in the life of the organization must be met with determination and force, in order that the association receive from the trade at large,

tain their self-respect and consciousness of loyalty to their principles.

Respectfully submitted,

J. BALLARD CARROLL, Secretary.

Meeting of the Executive Committee held in the Hotel Bartholdi, New York.



JOHN F. OTTING.

bill posters, advertisers and advertising agents that respect which alone comes through the rigid adherence to what it believes to be the fundamental principle of our organization.

We look for earnest, helpful support from our members. If it comes, we can promise a growth not only in our membership, but in the respect and confidence of the whole business community. If our membership decreases instead of increases, those that remain loyal to the organization, its constitution, its by-laws and its officers, will feel that if but few remain, those few will at any rate main-

Monday, October 4, 1897. Called pursuant to order from President O'Mealia. Meeting called to order by President O'Mealia, who stated the first order of business was to organize.

Roll call showed the following to be present: Messrs. O'Mealia, Stahlbrodt, Bryan, Pratt, Carroll, Gude.

Upon motion, Mr. J. F. O'Mealia was elected chairman and Mr. J. Ballard Carroll was elected secretary.

Chairman appointed Mr. Al. Bryan as sergeant-at arms.

Minutes of meeting July 16 read for the information of committee.

## REPORT OF COMMITTEES.

Jersey City, N. J., August 5, 1897.  
To the President and Members of the Associated  
Bill Posters Association of the United States and  
Canada.

Gentlemen—Your Finance Committee have this day examined the memoranda and accounts of the *Bill Poster* and compared vouchers with the same where vouchers were presented, and find same correct as far as the accounts covered by vouchers.

We find the majority of the items in the book have no vouchers presented for them, but memoranda written out by the editor or others presumably in his employ. While we are satisfied the accounts are correct, we do not approve of the methods of carrying on the business of the *Bill Poster* in connection with the accounts of the same.

We believe a complete set of books should be kept, and a voucher must hereafter be presented for each separate item, or such account shall not be passed upon. One reason for this is that the only way to do business is by business methods. The set of books and vouchers should be presented in future at each annual meeting of the association.

Respectfully submitted,

NORMAN A. SEYMOUR,  
BARNEY LINK.

## REPORT OF OFFICERS.

President O'Mealia made a statement of the business of his office since the annual meeting, as follows:

Have granted dispensation to Lowell Bill Posting Co., Lowell, Mass.; Portland Bill Posting Co., Portland, Me.; Erie Bill Posting Co., Erie, Pa.; Jos. A. Wallace, Oswego, N. Y.

Complaints have been received from Andrews, Moulton & Johnson, Salem, Mass., and F. P. Colby Manchester, N. H., against C. S. Houghtaling, our solicitor, for asking them to post paper at less than association rates; also, from Cream City Bill Posting Co., Milwaukee, Wis., and American Bill Posting Co., Chicago, Ill., against the T. A. Suider Preserve Co., Cincinnati, O., asking for cut rates and commission; also, in relation to the resolution offered by Mr. Campbell (in relation to a monthly statement being sent to the treasurer, C. F. Bryan, also of having called the Finance Committee together to examine the books and vouchers of the paper, *The Bill Poster*, at the last meeting of the committee; also the matter of the Memphis Bill Posting Co., Memphis, Tenn., claiming an injury having been done them by a member of this association; also, having received a communication from the secretary calling attention to the members being very slow in paying up their dues. I sent out a circular calling their attention to the amount of their



indebtedness, and asking for a prompt settlement of the same; also, having directed the secretary to call the Western Arbitration Committee together to take action upon the complaint made against the T. A. Snider Preserve Co., and to try and settle it to the benefit of both parties.

Upon motion, it was agreed to take up each matter separately after passing through the order of business.

Secretary Carroll reported the following receipts:

Received from J. A. Curran, treasurer, balance, \$65.54; received from members, \$720.85; total, \$786.39.

There is still due the association as follows:

Due by members for dues, \$923.00; due by state associations, \$131.00; total, \$1,054.00.

#### DELINQUENT MEMBERS.

E. T. Heverin & Bro., \$40; J. H. Brooks, \$3.50; Rife & Houck, \$15; Moxley Adv. Service, \$15; Ramsay & Co., \$12; M. E. Mulvihill, \$15; G. Robinson, \$10; Amer. B. P. Co., Philadelphia, \$175; H. H. Tyner, \$5; J. McQuigg, \$15; Mrs. J. McQuigg, \$3.50; W. T. Branham, \$15; D. G. Munro, \$20; W. S. Burton & Co., \$10; C. A. Harnois, \$15; New Haven B. P. Co., \$10; Southern B. P. Co., \$17; H. W. Walker & Co., \$50; Watson & Price, \$22; F. Kerth, \$3.50; Reese & Long, \$10; Mrs. G. Tisdale, \$3.50; Erie B. P. Co., \$10; Texas Adv. Co., \$5; W. S. Parker, \$10; Chatham B. P. & D. Co., \$7; T. J. Marsh; \$5; City B. P. Co., Peoria, \$15; R. G. Spalding, \$5; W. H. Evans, \$5; West Superior B. P. Co., \$5; Nowland & Tomlinson, \$5; J. B. McCullom, \$5; J. D. Bowersock, \$5; P. B. Oliver, \$3.50; L. Sternkorb, \$3.50; Newport News B. P. Co., \$5; A. B. Jewett, \$2.50; S. B. Patterson, \$13.50; H. Beale, \$12; Hazelton B. P. Co., \$3.50; Amer. B. P. Co., Allegheny, \$35; M. J. Dooley, \$40; Amer. B. P. Co., Chicago, \$50; Amer. B. P. Co., Pittsburg, \$55; Amer. B. P. Co., Brooklyn, \$50; Price Adv. Co., \$15; Memphis B. P. Co., \$10; R. Jameison, \$3.50; J. F. West, \$5; Wilmington B. P. Co., \$10; S. S. Kelly, \$3.50; E. G. Wheeler, \$3.50; Amer. B. P. Co., Evanston, \$3.50; Amer. B. P. Co., Oak Parks, \$8.50.

Delinquent State Associations—Illinois, \$27.25; Indiana, \$72.50; Ohio, \$4; New York, \$16; Pennsylvania, \$5; Montana, \$1.75; Rocky Mountain, \$4.50.

Also having notified the Western Arbitration Committee to meet and take action upon the T. A. Snider Preserve Co., in compliance with instructions from President O'Mealia; also, of having written J. H. Dobbins, secretary of the Indiana State Association, in regard to the non payment of their per capita tax in conformity to a resolution adopted by the Executive Committee last meeting; also, of having sent out a complaint circular in the matter of the Snider Preserve Co.

#### PETITIONS FOR MEMBERSHIP.

The following applications were read: Hackensack B. P. Co., Hackensack, N. J.; L. L. McIlvane, Houston, Texas; Twin City B. P. Co., Champaign, Ill.; Evansville B. P. Co., Evansville, Ind.; S. M. Smersh, Owatonna, Minn.; F. W. Riley, Marlboro, Mass.; R. L. Bowman, Petersburg, Va.; Waterbury City B. P. Co., Waterbury, Conn.

The application of Owens & Varney was taken from the table, and after a

lengthy discussion and reading of several communications in the matter as to who was the reliable firm to accept, it was unanimously agreed to present the application of Owens & Varney, San Francisco, Cal.

The application of W. Carroll, Chelsea, Mass., was also taken from the table, and all of the correspondence read, showing his desire was to become a member from Chelsea, Mass., only. It was also agreed to present his application.

The application of Lalor Bros., St. Catherine's, was also taken from the table, and all correspondence was read, showing they have never been or applied for membership in any other association. It was also agreed to present their application.

The chairman directed a ballot being taken, and declared all the above names elected as members of this association.

Applications were received from W. H. Donaldson, Cincinnati, Ohio, and Sam W. Hoke, New York, and read, asking for appointments as official representatives of this association. Upon motion, same was laid over until unfinished business.

#### NEW BUSINESS.

Motion made and adopted that the names of Messrs. Gillam & Shaughnessy, New York city, and J. G. Hammond, Chicago, Ill., be dropped from the roll of representative solicitors.

The following resolution was offered and adopted:

*Resolved*, That it is the thought of the Executive Committee that the best interest of the association be subserved by limiting the soliciting representatives, as past experience has shown that there is every likelihood that a surplus of solicitors will only tend to provoke a cut in commissions among the membership.

Upon motion made and adopted that all members who are in arrears to the association for more than one year's dues be suspended. The following came under this clause:

E. T. Heverin & Bro., Amer. B. P. Co., Philadelphia, Mrs. J. McQuigg, W. T. Branham, D. G. Munro, C. A. Harnois, Southern B. P. Co., Watson & Price, M. J. Dooley, Amer. B. P. Co., Pittsburg, Price Adv. Co., G. T. McLain, W. S. Parker, Amer. B. P. Co., Allegheny, City B. P. Co., Peoria, Amer. B. P. Co., Brooklyn, and were declared suspended.

Upon motion, adjourned till 8 o'clock.

#### EVENING SESSION.

Called by Chairman O'Mealia. Roll call showed same present: Messrs. O'Mealia, Pratt, Stahlbrodt, Gude, Bryan, Carroll.

Application received from Iowa State Association, signed by seven members, as follows: A. B. Baale, president; John Dooney, vice-president; J. C. Speers, secretary; James Coffee, treasurer; W. P. Derner, J. Wisse, M. W. Wagers and A. A. Bland, asking for a charter for their State Association. Upon motion, same was granted, and the secretary directed to issue one upon the payment of the fee as prescribed by our constitution and by-laws.

Application of W. H. Donaldson, per request, was withdrawn.

It was adopted that in view of the adoption of the resolution at the morning session, the application of Sam W. Hoke was respectfully declined as a solicitor.

*Resolved*, That all members of this association are notified not to make a contract for H.-O. paper until further notice, and all members who have contracts now pending are permitted to carry out the contract on condition that they immediately notify the secretary as to the length of time of contract, in order that same may be placed on file.

*Resolved*, That on and after this date any member of this association who takes work from any customer after notification from the secretary of the association that said firm is to be debarred from the use of members' boards on account of said firm giving business to opposition bill posters, will have their names forthwith stricken from the roll.

*Resolved*, That any member of this association who accepts work at less than the schedule prices, or gives commissions or rebate or time allowances, or any commission of any kind or nature, to any one except the authorized members or solicitors of the association, be immediately expelled.

*Resolved*, That the chairman appoint a committee to have the association incorporated.

The chairman appointed Messrs. Gude, Pratt, Stahlbrodt and O'Mealia.

*Resolved*, That the secretary be instructed to write the editor of the *Bill Poster*, calling his attention to the resolution offered by himself at the July meeting of the committee, as follows:

Mr. Campbell—That the editor of the *Bill Poster* make a monthly statement to the treasurer, C. F. Bryan, of all collections on account of the *Bill Poster*, and send check for amount of collections, less the current expenses, and render the same by the 1st of each month.

That he has failed to comply with the above resolution, that he is hereby respectfully notified that a continued omission on his part, or failure to comply, will result in the Executive Committee ordering a discontinuation of the paper.

H. W. Walker appeared, and asked for a dispensation in accordance with the resolution adopted at Atlantic City meeting Request was granted.

In the matter of the Indiana State Association, letters were read from two secretaries, Carroll and Dobbins. After considerable discussion it was

*Resolved*, That, in view of the fact of the former secretary of the Indiana State Association having defaulted, as per correspondence with the present secretary and treasurer, we herewith remit the amount they claim had been paid, \$32, if paid within three months, and the payment of the same carries with it the restoration of the Indiana State Association.

In the matter of the complaint of the Memphis Bill Posting Co., letters were read from all parties concerned in the matter, and same was laid over until the next meeting.

It was adopted that the incidental expenses of this meeting be paid by the treasurer.

Bills from A. Datz, \$2.50, and J. P. O'Mealia, \$4.47, were ordered paid.

It was adopted that the secretary write Hote, calling his attention to the fact that several complaints have been made against him for asking for cut rates, much less than the schedule adopted by the association,

and he must cease doing this and to send an answer to this communication, or he will be cited before this committee at their next meeting, November 10.

Upon motion, adjourned until November 10.

J. BALLARD CARROLL, Secretary.

#### OFFICIAL ORDER NO. 1.

Dear Sir—Per instructions of the President of the Association and in conformity with resolutions passed at last executive meeting, you are respectfully notified that Mr. John Hammond, of Chicago, and Messrs. Gil'am & Shaughnessy, of New York, are no longer soliciting members of this association, and are not entitled to commissions on any business which they may send to your firm.

You are further notified that the application of Mr. Wm. H. Donaldson, of Cincinnati, was withdrawn, and that of Mr. Sam W. Hoke, of New York, refused, and you are not to allow them commissions on any business that they may send you.

You are also notified that, as the "H. O." Company are making contracts with non-association members, you, as a loyal member, are not to handle their business until further notice. If you have already made a contract with them, notify the secretary at once as to the length of time of same, and a dispensation will be granted for the carrying out of this contract only.

Very truly yours,  
J. BALLARD CARROLL, Secretary.

#### [ANOTHER ACCOUNT.]

### BOSSSES MEET, BOSSSES EAT, Then Jump On Members With Both Feet.

[Illustrated by our Special Artist.]

The Executive Committee of the Associated Association of Billposters met in New York October 4, and had a rather stormy meeting, if reports are to be credited.

Only one western member of the committee was present, Mr. Leonard having been unavoidably detained at the last minute.

And the five New York city members "didn't do a thing" to little, lonesome Al Bryan, from the boundless West.

Sammy Pratt and Eddie Stahlbrodt did as they pleased—what they said went.

Think of the Memphis Bill Posting Co. asking the association (Sam Pratt) to stop Van Buren (Sam Pratt) from maintaining an opposition plant in Memphis! Of course the matter was "laid over."

Gillam & Shaughnessy and J. G. Hammond were dropped from the rolls as soliciting members, the first because they had trod upon Mr. Pratt's toes, and the other because his office is with Mr. Campbell.

Sam Hoke and W. H. Donaldson were turned toward the wall, and members given solemn warning that no one but the committee should be permitted to accept work in future from any of these people.

Quite a number of "Americans" were dropped from membership for non-payment of dues, among them being the American Bill Posting Co., Philadel-

phia; American Bill Posting Co., Brooklyn; American Bill Posting Co., Pittsburg; American Bill Posting Co., Allegheny. (And how the American Bill Posting Co., of Chicago; and the American Bill Posting Co., of Oak Park; and the American Bill Posting Co., of Evanston, managed to escape is a mystery. According to reports, they are as deep in the mud as the others are in the mire.)

The list of delinquents is something appalling, and includes almost every city of any consequence in the union among them being Lexington, Ky. (Ramsey); New Haven, Conn. (Pratt), and Erie, Pa. (Stahlbrodt).

Mr. Campbell was sharply taken to task for failing to report to the committee just how much money the official organ has dropped since the annual meeting in July, and warned that unless he does better in the future the publication will be stopped. A 1 of which will be grateful news to Bob, who has been for a long time looking for a good excuse to jump from under.

Jolly old Hote was called upon to explain why he dared to ask a bill poster to cut a rate, and was warned not to do it again.

The H.-O. Co., who employ Van Beuren & Pratt in New York to build their boards and to post their paper, were put upon the black list, and members notified that any one caught in the act of posting H.-O. will be at once beheaded. This is not to apply to those members who may have contracts with H.-O. outstanding—Pratt had just renewed his contract for another year.

\*NOTE.—The illustrations mentioned in the heading were so warm that they burned their way out of the mail bag and escaped.

### A KICKER. AND HE KICKS HARD.

October 19, 1897.

THE BILLBOARD, Cincinnati.  
Gentlemen:—Enclosed please find papers giving an account of the New York meeting. I send them to you because I know you will publish them. These fellows must think we are a fine lot of suckers out here.

What do you think of O. J. Gude being in on a scheme like this? It is the old rotten scheme over again. Stahlbrodt is still trying to hog all the commissions, only now he is going to divide with Gude.

Sam Pratt sends out orders like this, when he is openly advertising opposition to the association member at Memphis. Gude is fighting a member at Paterson, N. J. These ducks have the nerve to tell me what is for the good of the association.

Please publish these papers and give them a—1. I am going to run my town to suit myself. I'll allow commissions to Sam Hoke and Gillam & Shaughnessy whenever they send me work, and the more they send the better I'll like it. Solicitors have got no business on the committee anyway.

When the association is run in the interests of bill posters I will respect it but not until then. If you publish this letter sign it.

"PASTE."

#### GUDE IN PATERSON.

#### He Has Bought Out Hicks.

The following legal notice, clipped from the *Call*, Paterson, N. J., is self-explanatory:

NOTICE.—The firm of C. J. Hicks, bill posting and sign painting, No. 5 Ramapo

avenue Paterson, N. J., is this day dissolved. C. J. Hicks, settles.

(Signed) C. J. HICKS.

The business will be continued at same address by the Paterson Bill Posting, Advertising and Sign Painting Co., a corporation organized under the laws of the State of New Jersey.

(Signed) O. J. GUDE, President.

(Signed) F. E. FITCH, Secretary.

Paterson, N. J., Oct. 1, 1897.

#### INCORPORATED

#### Under the Laws of the State of New York—The A. B. P. A. Gets in Line.

There was incorporated with the Secretary of State yesterday the Associated Bill Posters of the United States and Canada, which will have its principal office in New York city. The association is formed for the purpose of fostering trade and commerce among the bill posters of the United States and Canada, to reform abuses relative to the trade and to secure freedom from unjust or unlawful exactions. Its directors are James F. O'Mealia, of Jersey City; J. Ballard Carroll, of Albany; Alfred Bryan of Cleveland; George M. Leonard, of Grand Rapids, Mich.; Samuel Pratt, Edward A. Stahlbrodt and Oscar J. Gude, of New York city.

Henry E. Stoops is one of the most enterprising bill posters in the country. About three years ago he had made for his business the finest bill posting wagon in the country. Every theatrical manager that came to town had something to say about that wagon, and the *Bill Poster*, a theatrical paper, gave the wagon a half column. But this time Harry has outdone himself. He has got something new. It is a bicycle bill posting tandem. About a year ago he commenced on his new scheme, and he is full of them, of building a bicycle so as to carry two bill posters, two cans of paste, two brushes and a day's supply of paper. Recently the scheme appeared on the streets. The Robinson Franklin Bros. circus, knowing a good thing when they see it, are the first to take advantage of it. The front part is the regular tandem for two men, but the rear part is the thing. It is mounted on two wheels with a tongue, which is attached to the tandem. The bed is made in the shape of a box with a sharp pointed roof. The sides are filled with advertising. The inside is made into three compartments, in which is placed the two buckets and the supply of paper. Under the bottom of this part of the tandem are placed the brushes. The tandem is on the streets every day, and Harry is being congratulated on every hand.—*Chattanooga Times*.

Those newspapers that are still sawing away on the story that Ringling Bros. played Minneapolis without billboards are respectfully notified herewith that the circus season is now over. Next season the gentlemen from Baraboo will give them something new to talk about.

If the Ringlings did not have up more paper on down-town thoroughfares than Barnum's show, then we do not know anything about bill posting. The Messrs. Ringling did play Minneapolis without the city bill poster, but not without posters; in fact, not by a long shot.

#### O. JEHU GUDE.

#### The Great New York Advertiser Surprises the Natives with His Horsemanship.

Interest in the forthcoming Christmas number of THE BILLBOARD is already manifest, as witness the following letter from California:

Los Angeles, Cal., October 13, 1897.  
THE BILLBOARD Publishing Co.  
Gentlemen—I would like to put my ad in the Holiday number. Please let me know what your rates are. I should like to know as soon as possible, if you will oblige me. It is true that it is a long ways off, but you must remember that I am a long ways off from your office, also. I shall send you my regular ad on the first of the month to take up an inch, also some pointers as to how some of the advertisers are treated out here, which they ought to know. Thanking you for your kind attention, I am  
Yours truly,  
SOUTHERN CALIFORNIA DIS. CO.

John Mulvihill, the well known bill poster, in St. Joseph, Mo., was fatally injured from the effects of a blow struck by Frank Dix. The blow was delivered with a potato fork in front of the Wonderland Musee on Fourth street, near Edmond. Mulvihill's skull is fractured, and the chances for his recovery are doubtful.

THE BILLBOARD has the largest sale on the newstands of all advertising papers.

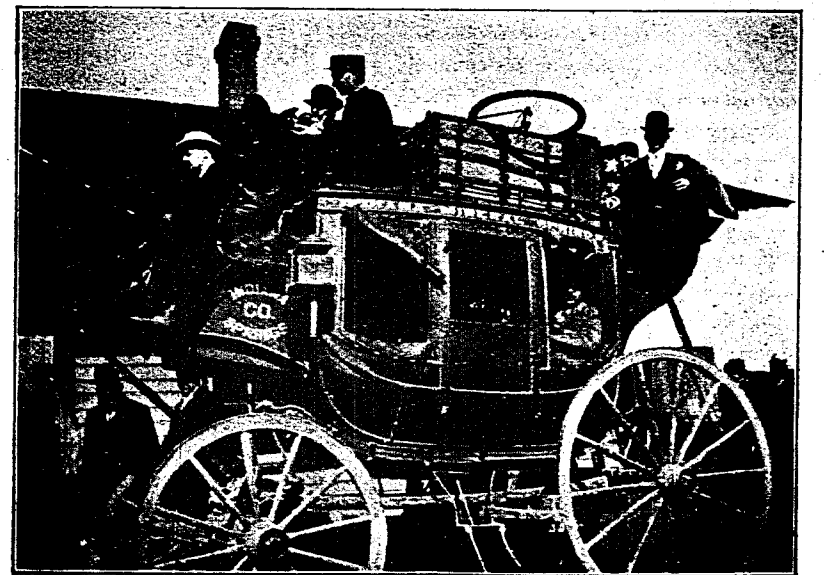
Scott, of St. Paul, and Breslau, of Minneapolis, are having a merry war with George J. Sherer, the sign man. They are cutting down each others boards. The matter will probably be adjusted in court.

The Illinois State Bill Posters' Association held its annual meeting at the Leland hotel, Springfield, September 30. C. S. Houtaling, C. B. Hood and J. D. McManus were among the visitors.

The following officers were elected: President, F. W. Jenks, of Elgin; vice-president, George Benderman, of Joliet; secretary, Isaac Monk, of Peoria; treasurer, R. C. Campbell, of Chicago; Executive Committee, Boru Marvin, of Aurora; Lon Roley, of Pana, and A. W. Retter, of Moline.

All the poster printers read THE BILLBOARD.

Every advertising agent reads THE BILLBOARD.



O. JEHU GUDE.



## THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business departments to  
THE BILLBOARD PUBLISHING CO.  
Subscription, \$2.00 Per Year, In Advance.

### ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

OCTOBER 1st.

This year's Executive Committee of the Associated Bill Posters' Association (to use an expression of one of its members) means business. If the Association is in need of severe and drastic measures, then the course decided upon by the committee at its recent meeting at the Bartholdi Hotel in New York will be beneficial. Two of the solicitors of the Association have been dropped from membership, i. e., Messrs. Gilliam & Shaughnessy, of New York, and Mr. Hammond, of Chicago; and several bill posting firms (some in prominent cities) were threatened with expulsion for non-payment of dues. It would seem that the committee believes that the organization needs a thorough shaking up. Whether it does or not, it looks very much as if it was going to get it.

It was also decided that the policy of the committee in the future would be to reduce the number of official solicitors rather than to increase it. Following this policy, the application of several solicitors were rejected. While there can be no question of the consistency of this course, the wisdom of such a policy is very doubtful. Surely the bill posters of this country want work. The more solicitors of standing and ability which they have, the more work they will obtain. Consequently, any movement looking towards the reduction of the number of solicitors is a step in the wrong direction. Still, the committee is consistent, because the association is a close association. If, in other words, the members of the association expect protection at the hands of the solicitors, the solicitors are entitled to a like measure of protection at the hands of the bill posters.

HOWEVER, if the committee, by adopting this course, aims to afford the solicitors

protection, we fear that their efforts will prove futile. There are a great number of bill posters in the association who believe in encouraging solicitors and increasing the number in existence. These members will give a commission to a recognized, bona fide solicitor, whether it is sanctioned by the association or not. They have done so in the past, and we violate no confidence when we state that they will continue to do so in the future. Especially is this true of opposition cities. The members in such cities, very wisely, are standing in with the solicitors, both official and independent. The action of the committee has excited considerable opposition already, but it is not likely that those who oppose the measure will unite against them. They will probably simply be ignored and gradually allowed to become dead letters.

DURING the past two months we have conducted an experiment in posting. We have placed the paper of three different concerns. One advertising a cigar, another a rum and the third a chewing gum. The towns posted range in size from 500 inhabitants to 500,000. The results obtained surpassed the wildest expectations of our clients. They were good in large cities, but they were better in the towns, and, strangely enough, best in the villages. In these latter we found the field fallow. No one had posted them to any extent up to our advent, and when the paper went up it stirred things up in a most lively and effectual manner. The results were wonderful. Sales were quadrupled in every instance, and in many cases increased tenfold, and this despite poor boards and wretched service.

THIS brings us around to a curious state of affairs. We have discovered in posting villages and the smaller towns that 16 2-3 per cent. commission is not adequate to cover cost of apportionment and distribution. In other words, if a solicitor desired to advertise small towns and villages exclusively, he would have to have 20 or 25 per cent. commission, or else lose money on the contract. Of course, in order to grant a larger commission, prices must be advanced. Fortunately, however, the results obtained in the hamlets will admit of an increase in an amount sufficient to give a solicitor a better percentage. Some action of this nature will have to be adopted before the small towns will ever engage the attention of the middleman. Until the agents take up the hamlets, bill posting will languish therein, and service continue to be a reproach to the craft. If the Executive Committee will take this matter up with the vigor and firmness that characterized their re-

## THE BILLBOARD

cent session, they will earn the gratitude of advertisers, agents and bill posters alike.

### CHICAGO.

Thomas Casack, vice-president of the Chicago Board of Education and sign advertiser, has brought suit against the *Times-Herald* for \$50,000 for libel. The suit arises out of a story printed a month ago in the *Times-Herald*, containing affidavits charging Mr. Casack, as a member of the School Board, with being in the pay of a book company, and that he had derived profits from the earnings of a blackboard concern.

The *Inter-Ocean* is responsible for the following:

The West Side Park Commissioners have agreed to act in concert with those of Lincoln Park for the passage of an ordinance prohibiting the erection of large bill boards within 1,000 feet of the approach to any of the parks.

We believe that the public will be found on the side of the commissioners. The parks are pleasure places, but they are pleasure places in which the esthetic sense is educated. Nearly all the colored lithographs or paintings on billboards are inartistic, and many of them are hideously vulgar. The world of trade is with us in quite sufficient degree; it surely may be excluded with "charity to all, with malice to none," from places into which nothing that is not recreative, nothing that is not beautiful, nothing that is not formative of correct taste ought to enter. Besides which, the billboards are prolific sources of waste paper that litter the streets and that easily is blown from them into the parks.

Subscribe for THE BILLBOARD, \$1.00 per year.

### JOHN F. OTTING.

Mr Otting was born in Newport, Ky., in 1859, and has been in the bill posting business since 1870. In his youth he learned the stone cutting business serving the full term of apprenticeship, and posting bills at night for his father, G. H. Otting.

In 1870, when Mr. Otting first engaged in bill posting, there were no boards in Newport, and it is one of his early recollections, that they were so green when they got the first job, the only place they could think of to post on, was the ferry house at the landing, although there were lots of good fences and barns.

The first boards erected in Newport were put up by a circus called "The Big Ten-Cent Tent Show."

Opposition has started in Newport several times, but in each case Mr. Otting has come out first best. In 1885 he bought a half interest in the business from his father, and then bought out the last opposition they have had.

Active hustling among the local business men has resulted in making the Newport plant very profitable. Each year sees very substantial additions to Mr. Otting's list of boards.

### OUR VOTING CONTEST.

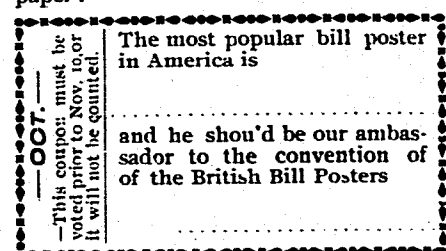
Interest in our voting contest is increasing with every month. Mr. Isaac Monk, of Peoria, jumps into the lead with this issue, just topping Mr. Geo. Siebe, of San Francisco, who was on the top last month.

The prize is worth striving for. A trip to Europe is not given away every day. This, coupled with the fact that the recipient has been commissioned by his fellow-craftsmen in America as the most popular bill poster in America, makes the appointment a most enviable one.

As we announced in our last issue, the meeting of the United Bill Posters' Association of Great Britain takes place in Dublin Ireland, next August.

We will send the most popular bill poster in America to attend. We intend to send him in first-class style, paying all his expenses there and return.

The only condition we make is that he must receive the largest number of votes. Each vote must be on the following coupon, clipped from a copy of this paper:



### HOW THEY STAND.

The standing of the various contestants up to going to press was as follows, viz:

|                         |    |
|-------------------------|----|
| Isaac Monk.....         | 91 |
| Geo. H. Seibe.....      | 81 |
| Geo. M. Leonard.....    | 22 |
| R. C. Campbell.....     | 21 |
| H. W. Walker.....       | 19 |
| Jas. F. O'Melia.....    | 14 |
| Jas. A. Curran.....     | 13 |
| Edw. A. Stahlbrodt..... | 10 |
| Chas. Vogel.....        | 9  |
| Al. Bryan.....          | 8  |
| Geo. Castner.....       | 8  |
| J. Ballard Carroll..... | 7  |
| E. C. Donnelly.....     | 7  |
| Frank Fitzgerald.....   | 7  |
| Albert Weber.....       | 7  |
| Jas. H. Staats.....     | 6  |
| J. J. Flynn.....        | 5  |
| P. P. Oliver.....       | 5  |
| P. F. Schaefer.....     | 3  |
| John G. Reese.....      | 1  |
| L. H. Ramsay.....       | 1  |

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale at all newsstands. Patrons unable to secure it will please notify us, giving place and date.

E. C. Barnes, manager of The Southern Bill Posting Co., of Knoxville, Tenn., was recently presented, by his wife, with a daughter.

Toledo's first and original bill poster, Thomas Doyle, died in that city and was buried September 23d. Mr. Doyle was for 45 years a ruler at the Blade Printing and Paper company. He was nearly 80 years old, and had only ceased active work about a year and a half ago. Mr. Doyle was the first bill poster in Toledo. He leaves two married daughters.

## Signs & Sign Painters

Address all communications for this department to  
R. H. FORGRAVE, Pickerington, Ohio.

### NOTES.

When subscribing for THE BILLBOARD please say if you are a sign painter.

BILLBOARD reaches more sign painters than any other trade journal of its kind in America. The best sign painters are found among its subscribers.

While newspapers in general have been crying hard times, the trade journals have stood shoulder to shoulder trying to hold up a betterment of the condition of the country. Times are getting better every day, and it is no use for any news paper to deny it. If they would put their shoulder to the wheel, as they ought to do, and not be continually trying to wheedle themselves into politics, hard times would disappear as if by magic. It is the duty of every American citizen, particularly mechanics and laboring men, to make the best of what is set before them. He fails to do his duty when he becomes a calamity howler.

A NEW WAY TO GILD ON GLASS.—The *Painters' Magazine* says, quoting from a German contemporary: Coat the places to be gilded thinly with a saturated borax solution; lay the gold leaf on this and press down well and uniformly with cotton wool. Now heat the glass over a spirit flame until the borax melts, and allow to cool off. If the glass is to be decorated with gilt letters or designs, paint the places to be gilded with a water glass solution of 40°, lay on the gold leaf and press down uniformly. Then heat the object to 86° Fahr, so that it dries a little; sketch the letters or figures on with a lead pencil, erase the superfluous gold and allow the article to dry completely at a higher temperature.

A SUBSTITUTE FOR TUBE OR FLAKE WHITE.—Take a can of white lead, scrape it out in a can of about twice the size of the can of lead. Fill this with turpentine and mix thoroughly. The white lead, after standing a few days, will settle to the bottom. The turpentine and oil may then be poured off, and the lead used by thinning with turpentine to paint signs on glass. It gives nearly as good satisfaction as flake white and is much cheaper.

A few inquiries have been received asking for rules for mixing tints suitable for bulletin painting. If the primaries, red, yellow and blue, were ground to the same degree of fineness and made the same hue by different manufacturers, then specific rules might be devised for mixing colors; but as they are not, it is impossible to make a set of rules which will meet all requirements. The following table is based on Masury's colors. If it be desired to make them darker or lighter, light or dark paint should be added in small quantities until the desired hue is attained.

For crimson, red tinted with black, 8 to 1; for brown, black and red, 3 to 2; for green, yellow and blue, 1 to 1; for purple, blue and red, 2 to 3; for vermilion, red tinted with yellow, 15 to 1; for lavender, white, blue and red, 8, 3, 1; for buff, yellow and white, 3 to 1; straw, yellow and white, 1 to 1; fire, yellow and red 2 to 1; gold, yellow and white, 5 to 1; silver, steel and glass, white and black, 10 to 1; marble, white and blue, 20 to 1; pure white, white and blue, 50 to 1; flesh color, white, blue and red, 50, 1, 5; (sallow), white, yellow and red, 50, 1, 6; lips and cheeks, white and red, 1 to 1; whites of eyes, white and blue, 10 to 1; black hair, black and red, 2 to 1; brown hair, black, yellow, red, 2, 1, 1; golden hair, black, yellow, white, 1, 5, 3; light hair, black, yellow, white, 1, 1, 3; auburn hair, black and red, 1 to 3; gray hair, black and white, 1 to 6; black eyes, pupil black, iris brown; blue eyes, blue and white, 1 to 1; gray eyes, black and white, 1 to 5; brown eyes, black and yellow, 1 to 3; hazel eyes, black, yellow, red, 1, 4, 1; foliage (deep green), green and blue, 3 to 1; foliage (light green) green and yellow, 3 to 1; water (river), white and blue, 6 to 2; water (ocean), white and blue, 6 to 2; sky (no-mday), white and blue, 1 to 1; sky (sunset), white, blue and red, 2, 2, 1; mahogany, black and red, 1 to 8; oak, yellow and white, 2 to 1.

IMITATION INDIA INK.—Here is a cheap substitute for India ink, which does about as well as the pure ink: Take common black writing fluid, stir in some finely powdered gum powder; to this mixture add a little gum camphor, cut with alcohol as much as it will cut. It may be reduced with water same as India ink.

The *Western Painter* says: Turpentine substitutes, as they may be termed, are usually made of a mixture of turpentine, resin spirit and benzoline in varying proportions. Sometimes naphtha is added. The well-known test of the purity of turpentine, namely, to drop a small quantity on white paper, when it will all evaporate if the turpentine is pure, is not altogether infallible, because some of the substitutes will act in precisely the same manner. Those, however, that are made with resin spirit and petroleum oil in most cases leave a greasy stain behind, which disappears only after some considerable time.

The vehicle with which the pigments are united is of greater consequence than the pigments themselves, although good pigments are essential to good work, the finer they are ground the smoother the work and the more lasting the result.

The question, "How is gold leaf burnished?" is asked nearly every month by some one. Gold leaf is burnished by rubbing with refined raw cotton.

Good size and no varnish is the main secret of the gilder's art. Remember this, the longer the size holds its tack the greater will be the luster of the gold. The following size is the best ever discovered. Gold leaf will never lose its luster on this size: Take 1 pound of pure drying oil, put it in a metal pot with a cover; slowly add to this, after it has come to almost a

## THE BILLBOARD

boiling point, 4 ounces of pure gum animi; have your animi reduced to a fine powder, and add it little by little until you have it all in; give time to dissolve, continually stirring until it is of the consistency of tar; strain through a piece of silk into a bottle and keep well corked; thin to a working consistency with turps as wanted for use, mixing thoroughly. Nearly all the other sizes will not stand turpentine without destroying the luster.

As we have said before, it is THE BILLBOARD's purpose to make this department superior to anything which has ever been published on sign painting; hence we invite a free and full discussion by our readers of any and all subjects of interest to sign painters. Any description of any new way of doing work, or of any device that facilitates labor, will be thankfully received and published on its merits. We will not publish your name or address if requested not to do so. Now, there is not a reader who has had any experience who is not out to some tricks of the trade which would be valuable to all. A mutual exchange of ideas is the most interesting part of any trade publication. Now come out, boys, and let us make this department a hummer. If you think you cannot write anything that will appear well in print, we will, at your request, rewrite it and put it in a presentable shape; so don't let that worry you. Just give us a brief and clear statement in simple language, and we will fix it for you. That's what we are paid for. However, as our space is limited, we would request all to be as pertinent as possible; that is, use the fewest words that will give a clear understanding of what you wish to write about. A great many refuse to write for fear of criticism. We will guarantee our correspondents that no personal criticism or anything of a knock-down character will be printed. BILLBOARD is not published on the "smart alick" plan, but is published for the purpose of getting at the facts connected with each of its various departments.

A NEW WAY TO FIRE OFF OLD PAINT.—I have used the following method quite successfully: Thin turpentine with gasoline, and spread it on the old paint to be burned off; allow a few minutes for the gasoline to evaporate. This leaves a thin coating of turpentine. Touch a match to this, and the paint will become sufficiently soft to take off with a scraper. Better not burn too large a place at a time, as the burned paint will harden some on cooling. This is a more successful way than by using pure turpentine. The thicker the paint the more turpentine and less gasoline required. With a little practice, this mixture may be regulated so that you can burn paint off and have no fear of scorching the wood.

### Answers to Correspondents.

Our rule is not to mention the address of correspondents, but in this particular instance we do so for a reason which we herein explain. A sign painter of Cripple Creek, Col., has been having trouble in getting white lead to retain its whiteness on the black roof paint which has been so extensively used within the last few years. In his case, which appears to be

an extreme, the black will show through the lead in a few hours, and eventually will become perfectly black and appears as if there had been no white paint used at all. We are sorry that we cannot offer any remedy that will overcome the difficulty; that is, a remedy cheap enough that there will be some profit in the work. Shellack, or any of the alcohol varnishes, will prevent the action of the acids in the asphaltum roof paint from reacting on the white paint, but they are too costly for so large a sign as he wishes to make. We corresponded with several painters on the subject, but so far there are none that have overcome the difficulty so that they may insure it in every instance. In fact, we never observed such an extreme case as he mentions. We offered several suggestions, one from personal experience and several from reference, but he says they were failures. Possibly the high altitude of his situation may be partly responsible for the vagary. The roof paint in question is a mixture of asphalt, coal tar, resin oil and thinned with benzine. This is an important question, as sign painters are frequently called upon to put signs on roofs that are painted with asphaltum paint, and we have never been able, nor have we knowledge of any painter who claims to have overcome the difficulty without using a spirit varnish.

After many experiments our correspondent thinks he has succeeded in solving the problem. He first washes the space with a strong solution of blue vitrol and water, claiming that this reacts on the acids in the asphaltum roof paint in such a way as to prevent the black from showing through. Then he uses a heavy mixture of white lead, gloss oil and whiting. He says this gives a beautiful orange. He thinks by washing two or three times with vitrol the white color may be preserved.

Another gentleman, to whom I submitted the question, thinks that to cover the space with water glass solution, then put the white paint on this, will do the work. I also find in an old copy of *Painting and Decorating* that a Philadelphia painter claims that to give the space to be lettered a flat coat of lamp black, mixed in boiled oil with Japan dryer, will, when the white lead is applied in two heavy coats, hold it secure. The difficulty is not because of the black color of the paint, but of the chemical action of the acids in the roof paint on the white lead.

If any of our readers have succeeded in overcoming the difficulty, the sign painting subscribers will feel thankful to them for publishing their method. We also invite a discussion by our exchanges, particularly *Painting and Decorating*, as it is a very important question to the advertising sign painter, particularly to the western fraternity, as a majority of large roofs west of the Mississippi are covered with this roof paint. Do not confound this asphaltum paint with graphite roof paint. It is frequently sold under the name of graphite paint, but there is not a particle of graphite (black lead) in it. Asphaltum roof paint always carries the smell of coal tar with it, and turpentine cures it.

Why we ask for *Painting and Decorating's* ideas about it is for the reason it is publishing a series of articles on advertising sign painting.





### The Power of Organization.

To the thoughtful mind it would seem that the march of civilization emphasizes one very important fact, namely: That as the human race advances toward the higher strata of civilized life the individual members, which we collectively call mankind, become self-reliant and are more dependent one upon the other. Reasoning further along these lines, we will find that civilization, which really means the permanent adoption of a friendly code of ethics, strengthens, broadens and improves mankind at the slight sacrifice of a few individual rights. As a consequence, men lean one upon the other for support.

The foregoing assertion is a brief compendium of philosophic facts. They prove beyond doubt that if the individual rights of any class of men are to be protected, organization is indispensable.

Advertising distributors have in the past few years been lifted from frauds, or secondary makeshifts, to the high position of representative business men. Of course, this position so occupied by distributors can chiefly be attributed to the great interest that the advertisers in general are taking in regard to outdoor publicity. But it has been left to an organization known as the International Association of Distributors to lift this particular branch of outdoor publicity upon a higher plane than ever attained before. Among the many things which this association has done is to bring together into an organization a body of men whose character and honest methods have won merited approval at the hands of the general advertiser, so that to-day the influence it is asserting is a power for good.

The convention that was held in July drew together as fine a body of business men as ever assembled, the presence of the representatives of several advertisers clearly demonstrating the fact that the advertisers in general are watching it and its methods. Thus, it behooves every member to bestir himself, so that the incoming year may be one of great benefit to the cause. But is that all? Is there no higher pinnacle to which we may aspire than to simply bestir ourselves? What means this vast continent, from the Atlantic to the Pacific, from the lakes to the gulf, with its hundreds of men yet unheard of in the cause of outdoor publicity, and are only waiting for the touch of friendship's hand, or an encouraging word, ready to launch out and take hold of the possibilities and opportunities of making for themselves an honest livelihood as distributors and promoters of outdoor publicity all over this broad land?

Brethren of the I. A. of D., herein lies the secret power of organization; herein is the glowing fire of fraternal brother-

hood. Let us one and all, holding as it were the key which will unlock the floodgates of one of the highest ideals of a business enterprise, seek to strengthen our ranks with the noblest and best of our race.

EDW. B. BRIDGER,  
Southern Press Agent.  
Atlanta, Ga., Oct. 6, 1897.

The International Association of Distributors is now a successful organization—an accomplished fact. Its members have succeeded in establishing themselves and their association on a firm basis. They have won the appreciation and confidence of advertisers, and they are now beginning to reap the reward of their efforts.

Last month they made the first payment under their famous guaranteed service act. McLaughlin, of Cripple Creek, while a member of the organization, collected for service which he failed to render. The Dr. Miles Medical Co., of Elkhart, Ind., were the sufferers. They made claim for the amount of their loss, and filed same with the secretary, Mr. W. H. Steinbrenner.

The matter was promptly investigated by the Executive Committee, the loss properly appraised and the claim approved. It was paid immediately and in full.

And now comes the happy termination of the incident. The Dr. Miles Medical Co., through its vice-president, Mr. E. C. Beardsley, accepted the reimbursement for their loss, but in the following graceful letter to the secretary donated a like amount to the association:

Elkhart, Ind., October 8, 1897.  
W. H. Steinbrenner, Secretary-Treasurer, Cincinnati, Ohio.

Dear Sir—We have watched for the past year with much interest the efforts of your association to lift the business of distributing from the mire and muck of happy-go-lucky dishonesty and place it upon a plane of respectable business integrity, and congratulate you upon the fact that the progress you have made indicates that the work is in the right hands and that you are pursuing the right methods.

In evidence of our appreciation of your efforts to promote honest distribution, we enclose you herewith New York draft for twenty-eight dollars and eighty-five cents (\$28.85), with our compliments, which we ask you to accept and devote to the furtherance of the good cause in which you are engaged.

In explanation of the seemingly "odd" figures, we beg to say that it is the exact amount refunded to us by an organization of honorable men in payment of loss incurred through the temporary (we hope) aberration of one of their number.

With best wishes for your success, believe us,  
Yours very truly,  
DR. MILES MEDICAL CO.  
E. C. BEARDSLEY, Vice-President.

The Christmas issue of THE BILLBOARD will be the finest special number we have ever issued. Out November 28. Last form closes November 25.

W. H. Case, soliciting secretary of the I. A. D., reports business good. His new letter head gives the names of all the leading advertisers in the United States as patrons. Case does all the railroad work at Fort Wayne, Ind.

Geo. W. Vansyckle made a trip to Chicago recently. Van got what he went after—money and more work.

THE BILLBOARD has the largest circulation of all the advertising papers.

Here are a few abstracts from letters that officers of the I. A. D. are receiving almost daily: "I have placed contracts with your Watertown and Appleton, Wis., members, and before many months go by we will have a good big list of I. A. D. members. W. H. S. says that all the boys are satisfied to place the Dr. Miles claim; that is one reason I am giving you members the preference. I always feel safe to place my work in their hands. H. T. Hayes, General Manager Adv. The Dr. Chase Co."

"Thanks for sending us the list of distributors, as we intend to place our work with members of a reliable association in all cases where we can. L. E. Pinkham Co., per Hunt."

"Several of your members lost my work by not answering my letters promptly; most of them are terrible slow. H. T. Hayes, General Manager Adv. Dr. Chase Co., Philadelphia, Pa."

Why members do not answer letters promptly from a possible customer is what I don't understand. You certainly don't expect traveling agents to stop in one town until it pleases your royal highness to write. There are other distributors, you know, and if you want to make a success you must attend to business.

Don't get it into your head that all there is to it is to join the I. A. D., and work will come into your office. It won't; you have to get up and hustle. We recommend and guarantee your service and help you wherever we can; when we have done that, our duty as officers is done. I hope no such complaint will ever be heard again.

J. T. Hudson, of Pittsburg, Pa., has returned from a successful business trip to Detroit, Mich., Toledo and Cleveland, Ohio, and Buffalo, N. Y.

The edition of the Christmas BILLBOARD will be 15,000 copies.

Use every man with whom you have business as a gentleman until he proves otherwise, then have nothing further to do with him.

The following matter has recently been distributed in Cincinnati: Merrill, Soule Co., "None-Such Mince Meat," folders; Dr. Kilmer Co., books; Howard Drug and Medical Co., circulars; Lydia Pinkham Medical Co., booklets; Dr. Chase Co., Food Cure, circulars; Wells & Richardson, books; A. C. Meyer & Co., pocket memorandum; Emerson Drug Co., memorandum book. Several local houses are doing work through the D. T. Co. messenger boys' service. Enough said.

### Cottrell Bound for Klondyke.

Attorney Alexander Young and W. R. Cottrell, the retired bill poster, are making arrangements for a gold mining expedition to Alaska in the spring. They are working upon a scheme which contemplates the mining of the bed of the Yukon river. It is their belief that the bed of that great stream would furnish a more prolific source of gold than any yet discovered in the land of ice and snow. They will not attempt to dredge or shovel up the bottom of the river, as many have proposed, but will go about it in a more thorough and systematic manner.

Their scheme contemplates the construction of a boat equipped with a caisson, modeled after those used in finding bed rock for the foundation of bridge piers. On the presumption that the free gold lies hidden at the bottom of the river in the crevices of the bed rock, the caissons will be sunk at points considered favorable. It is estimated that millions of dollars could be cleaned up in that manner of mining during the summer months. When winter comes the party could pull out of the country and run down to San Francisco with a paltry \$50,000,000 or \$100,000,000 on board.

Mr. Young is of the opinion that the caisson method is the only practicable one for mining in the bed of the Yukon river. All other schemes which have in view the dredging of the river he considers impracticable.

"Dredge boats and sand pumps will not hit the spot," said Mr. Young to a reporter. "In the first place, a dredge boat will not reach bed rock, where the gold is always found in large and paying quantities. A sand pump which sucks up rocks will be of no more avail than the dredge. To get at the gold which must lie at the bottom of the Yukon, it is necessary that it be mined as systematically as the claims in the diggings. The caisson which we contemplate using will cover about fifteen square feet.

"In some of the mines already worked as much as \$45,000 has been taken out of a shaft about 15 feet square. On the theory that the bed of the Yukon is twice as rich as the adjoining creeks, we would clear about \$100,000 every time that the caisson was sunk to the bed rock.

"When it is considered that all of the creeks emptying into the Yukon contain more or less placer ore, it is very reasonable to suppose that the river, into which all these creeks empty, flows over a bed of golden ingots. For centuries the adjoining creeks have been pouring their golden store into the river, and the big stream in turn has no doubt sent millions and millions of dollars into the ocean."

St. Louis Republic.

THE BILLBOARD has more paid-in-advance subscribers among fair managers than all other papers combined.

Advertise in the Christmas edition of THE BILLBOARD.

THE BILLBOARD has more paid-in-advance subscribers among distributors than all papers combined.

THE BILLBOARD has more paid-in-advance subscribers among sign painters than all other papers combined.

## LIST OF 1897 FAIRS.

This list is revised and corrected monthly. Secretaries are urged to request to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

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### ALABAMA.

Anniston Calhoun county Fair Nov 9 to 12

### ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec  
Pine Bluff Pine Bluff Fair Oct 10 to 22

### CALIFORNIA.

Fresno Oct 12 to 20 L Rockman manager

### FLORIDA.

Lake City Tobacco Fair Oct 27 and 28

### GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville Dr Sam Happe sec  
Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W E Simmons pres W G McNeely sec  
Waycross Waycross Fair Assn Nov 2 to 6 W W Sharp sec

### IDAHO.

Boise Inter-Mountain Fair Oct 12 to 17

### ILLINOIS.

Carrollton Green county Oct 12 to 15 S E Simpson sec  
Eldorado Oct 12 to 15 J N Elder pres C M Westbrook sec

### KENTUCKY.

Greenville Muhlenberg county Fair Assn Oct 12 to 16 Dr T J Clayton pres W L Phillips sec

### MARYLAND.

Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec  
Hagerstown Oct 12 to 15

### MISSISSIPPI.

Natchez Natchez fair assn Nov 15 to 20 Vickissaw West Mississippi Agr society Nov 8 to 13 J A Conway sec

### MISSOURI.

Cape Girardeau Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec

### MONTANA.

Dillon Dillon Fair and Racing Assn

### NEW MEXICO.

Raton Northern New Mexico Fair Assn

### NEW YORK.

New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr Chasseaud genl manager

### NORTH CAROLINA.

Burlington The Alamance Fair Oct — S H Webb sec  
Fayetteville Cumberland county Agr Assn Nov 10 to 12 G W Lawrence sec  
Maxton Sordex Exposition Oct 27 to 29 M McNair pres W B Harker sec  
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehan Cameron pres  
Rocky Mount Rocky Mount Fair Oct 27 to 29 W S Wilkins pres Richard H Battle pres  
Rutherford Oct 27 to 29 D F Morrow sec  
Shelby Rutherford county Fair Oct 27 to 29 D F Morrow sec  
Winston Tobacco Fair Nov 4 to 6

### PENNSYLVANIA.

Bloomersburg Columbia county Agr society Oct 13 to 16 R W Smith pres J C Brown treas A N Yost sec  
Philadelphia Penn Horticultural society Nov 9 to 13 David Rust sec

### SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov 8 to 12  
Cheraw Cheraw Agr Fair Nov 22 to 26 R C Watts pres T S Gregory sec  
Charleston Oct —

### TEXAS.

Beton Bell county fair assn Nov — Ben D Lee pres L K Tarver sec  
Corpus Christi Corpus Christi Fair Oct 12 to 15 T B Roberts pres T D Hightower sec  
Dallas State Fair and Expo Oct 16 to 31 L M Keenly pres Sydney Smith sec and mgr J B Adone treas  
Houston Fruit Flower and Vegetable Festival Dec 6 to 11  
New Braunfels Comal county fair assn Oct or Nov H H Simon sec  
Victoria Southwest Texas fair Nov 2 to 5 L D Heaton pres L N Hofer sec

### VIRGINIA.

Lynchburg Oct 12 to 15

## Races.

Richwood Oct 12 to 15  
Medford Mass Corn Park Oct 12 to 15  
Bloomsburg Pa Oct 13 to 15  
Morris Park N Y Westchester Racing Assn  
Fall meeting Oct 14 to Nov 2  
Medford Mass Oct 19 to 21  
Kaleigh N C Oct 18 to 23  
Saugus Mass Oct 26 to 29  
Lexington Ky Oct 5 to 16  
Aberdeen S D State Fair Oct 11 to 16  
W S Russell J W S Burleigh sec  
Louisville Ky Oct 18 to 20

## Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31.  
Niagara Falls N Y Pan-American Exposition  
1899 R C Hill sec  
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

## Poultry Shows.

Ansonia Conn Ansonia P and P Assn Jan 26 to 29 G A Hill sec  
Ashley O Ashley P and P Assn Nov 22 to 26 H A Bridge J C Sipe sec  
Ashland N C Jan. 4 to 7 1898 F E Hege sec  
Raleigh N C  
Amesbury Mass Amesbury Poultry and Pet Stock Assn Nov 30 to Dec 3 M H Sands secy  
Ashland O Ashland Co P Assn Dec 22 to 25 H A Mykranz sec  
Auburn Neb Nemaha Valley P Assn Nov 30 to Dec 3 Rhodes J L Lalspaugh sec  
Bloomington Ill Bloomington P Assn Dec 14 to 18 B N Pierce J D Shipley cor sec Normal Ill  
Bluffton O Consolidated P Assn Feb 1 to 5 H A Bridge J D Kohli sec  
Boston Mass Jan 17 to 21 A R Sharp supt  
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburg N Y  
Canton O Canton P Assn Jan 4 to 7 P H Shella-barger J W Friedman sec  
Cedar Rapids Ia Linn o P Assn Jan 10 to 15 B N Pierce J Chas H Player sec  
Charlotte N C Charlotte Poul Assn Jan 12 to 15 W M Baring sec  
Chicago Ill National Fanciers' Assn Jan 24 to 29 Chas S Weaver sec 100 Washington street  
Cleveland O Northern O P and P Assn Dec 6 to 10 F R Hunt sec  
Clinton Mo S W Mo P Assn Dec 14 to 17 W H Talbert sec  
Coulterville Ill Egyptian P Assn Dec 14 to 16 Samuel Eyre sec  
Dallas Tex Dallas P and P P Assn Dec 7 to 11 H M Skelton sec  
Davenport Ia Eastern Iowa A and P S Assn Dec 8 to 11 F Bowman sec  
Detroit Mich Michigan State P and P Assn Jan 4 to 8 F W McKenzie sec Concord Mich  
Dixon Ill Rock River Valley Poultry Assn Dec 14 to 18 Shellabarger J F W Fargo sec  
Elmira N Y Dec 6 to 11 E W Andrews sec  
Erie Pa Northwestern P and P Assn Dec 28 to Jan 1 A E Blethan sec  
Fall River Mass Dec 1 to 4 H S Winslow sec  
Fayetteville Ark Jan 20 to 24 John C Snyder sec  
Fitchburg Mass Fitchburg P and P S Assn Dec 25 to 31 J D Brown sec  
Georgetown Ill Kenesaw Poultry Show Jan 3 to 7 W S Russell W G Warner sec  
Glascow Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec  
Glocester Mass Cape Ann Poul Assn Jan 11 to 15 F H Harker sec  
Grand Ridge Ill Grand Ridge Poul Assn Dec 25 to 31 L W Robinson sec  
Guthrie Okla Oklahoma State Show Assn Jan 3 to 6 H B Savage J F Laverty sec  
Hackensack N J Hackensack Bantam Show Dec 8 to 10 John A Gamewell sec  
Hamilton Va Old Dominion P and P Assn of Loudoun Co S R J N Reich sec  
Hartford Conn Jan 10 to 15 Geo P Merritt sec  
Haverhill Mass Merrimack Valley Poultry Assn Dec 25 to 31 Geo H Greenman sec  
Henry Ill Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce judge A G Humphrey sec  
Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Potage sec  
Independence Mo Jackson Co P Assn Nov 25 to 27 Theo Hewes J W Bonstasn sec  
Johnstown N Y Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec  
Kalamazoo Mich S W Mich P Assn Dec 28 to 31 H A Bridge J C W King sec  
Kansas City Mo Mid-Continental P Assn Dec 23 to 29 M Slutz sec  
Kirkville Mo North Mo P and P Assn Nov 15 to 17 E M Durham sec La Plata Mo  
Lanark Ill N W Ill Poul Assn Jan 3 to 8 G N Sward sec  
Lansing Mich Central Mich P Assn Dec 20 to 25 H A Bridge J Chas A Crane sec  
Leavenworth Kas Nov 24 to 26 T W Southard J C Short sec  
Lebanon Mo Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock J Geo H Hinds sec  
Lenox Mass Berkshire Co P and P S Assn Jan 11 to 13 L H Peters sec  
Liacon Ill Logan Co P and P S Assn Dec 21 to 24 A B Shaner J F A Hickman sec  
Lisbon N Y Dever Falls Poul Assn Jan 25 to 28 Seth P Scott sec  
Little Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage J W Westbrook sec F. e Bull sec  
Lonsport Ind North Central Ind P and P S Assn Jan 19 to 25 S D Brandt sec  
Los Angeles Cal Los Angeles Co Poultry Assn Jan 10 to 16 Henry W Krackeborg sec  
Louisville Ky Kentucky State P Assn Jan 10 to 15 H A Bridge J V Bicknell J J R Mount sec  
Lagrange Ky  
Mansfield Mansfield P and P S Assn Dec 29 to Jan 1 C W Elk sec

Miamisburg O Miami P Assn Dec 1 to 6 H A Bridge J Oliver L Dosh sec  
Milford N H Milford P and P S Assn Jan 10 to 12 W D Sargent sec  
Milford Mass Milford Poul Assn Dec 14 to 16 W H Pyne sec  
Moline Ill Western Ill P and P S Assn Nov 23 to 27 Chas F Kammerer sec Rock Island Ill  
Mt Airy Iowa Ringgold Co P Assn Nov 24 to 26 W S Russell J W S Burleigh sec  
Nashville Tenn Tennessee Poultry Pigeon and Pet Stock Assn Jan 11 to 15 J M Honkiss sec  
New Haven Conn New Haven Poultry Assn Dec 20 to 27 Jan 1 1898 N D Forbes sec Montowese Conn  
New London Conn Eastern Connecticut P Assn Dec 15 to 18 Chas B Smith acting sec  
Northville Mich Northville Fancy Poul Assn Dec 5 to 11 A D Brooks sec  
North Adams Mass Hoosac Valley P and P S Assn Dec 1 to 4 G Nichols cor sec  
Oakland Cal Pacific Poultry and Pigeon Assn Dec 9 to 14 1897 Frank Seed sec San Francisco  
Oneonta N Y Oneonta P and P S Assn Nov 30 to Dec 3 Arthur J Helven cor sec  
Ottawa Kan Franklin Co P Assn Dec 30 to Jan 4 John C Snyder J Mrs D F Heiser sec  
Ottumwa Ia Des Moines Valley Poul Assn Dec 17 to 24 C W Wiley secy  
Owensboro Ky Owensboro Poul Show Dec 29 to Jan 1 Hugh A Gilbert sec  
Oxford O Oxford Poultry Assn Nov 23 to 26 Henry J Gath sec  
Palmyra Ill Palmyra H Club Dec 21 to 24 F W Hitchcock J S A Riggs sec  
Paola Kan Miami Co P Assn Dec 8 to 12 J W Wale J E E Johnson sec  
Parsons Kas Parsons A & E P Assn Dec 7 to 10 B N Pierce J R Alexander sec  
Peabody Mass Essex County Poul Assn Jan 1 to 8 C A Best sec  
Peoria Ill Peoria Feathered Stock Assn Jan 4 to 8 Dr J Olesbeve Gable sec Peoria Ill  
Peoria Ill Peoria P and P Assn Jan 4 to 8 Geo Brown J T A Godel sec  
Pittsburgh Pa Pittsburgh Fanciers Club Jan 10 to 15 W F Barclay sec 1520 Fifth ave  
Princeton Ill Central Illinois P Assn Dec 20 to 25 C A Best sec  
Prophetstown Ill Rock River P Assn Dec 7 to 11 W W Moyer sec  
Providence R I Rhode Island P Assn Dec 8 to 11 H S Babcock secy  
Riverside Cal Riverside County Poultry Assn Dec 9 to 11 1897 V Tresslar sec Riverside  
Rochester N Y Rochester P & P S Assn Jan 10 to 15 John J Beveridge sec 88 Lowell street  
Rochester N Y Rochester Fanciers Club Dec 20 to 27 J F Tallinger sec  
Rockford Ill Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec  
Sacramento Cal Sacramento State Poultry and Kennel Assn Dec 1 to 5 1897 Matt Coffey sec  
Sacramento O Associated Fanciers Assn Dec 21 to 24 E C Rogers sec  
San Jose Cal Santa Clara Valley Poultry and Kennel Club Nov 22 to 27 1897 C R Harker sec  
Santa Ana Cal Orange County Poultry Assn Dec 10 to 13 J A Madden sec Santa Ana  
Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes J  
Seneca Falls N Y Seneca Poultry and Pigeon Seymour Conn II Seymour P and P Assn Dec 22 to 25 H D Hendrick sec Shelton Conn  
Shelby N C Dec 7 to 10 C J Marshall and F E Hege judges F L Simmons sec  
Spartanburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges  
Springfield Mo Springfield Fanciers Assn Dec 28 to Jan 1 Chas McClave J W Holmes sec  
St Louis Mo St Louis Fanciers' Assn Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J  
Sturbridge Pa Sturbridge P and P Assn Dec 20 to 25 St Johnsbury Vt Vermont P and P S Assn Jan 25 to 28 F M Ranney sec  
Tacoma Wash Tacoma P Assn Dec 26 to 31 Stephen C Tolbren sec  
Titusville Fla The Titusville Poultry Assn Dec 14 to 17 C M Hayes sec  
Topeka Kas Western Pigeon Club Dec 14 to 21 E H Gilbert J F Harker sec  
Toronto Canada Toronto P and P S Assn Dec 16 to 20 R Durston sec 42 Austin ave  
Troy N Y Hudson Valley P and P S Assn Dec 20 to 23 Warren T Lord sec  
Waco Tex Texas State Poultry Assn Dec 26 to 31 Feich Owen and Savage judges R A Caruthers sec  
Waco Tex H P Savage and A P Miller judges  
Nov 10 to 12 S K Ltrecker sec  
Ware Mass Ware P and P S Assn Jan 5 to 7 W H Rivers sec  
Washington H O Southern O P Assn Jan 11 to 15 W R Dalbey sec  
West Chester Pa West Chester P and P Assn Dec 13 to 18 G O Brown and A E Warner judges  
Wichita Kan Associated Fanciers of the Arkansas Valley Dec 8 to 11 Theo Hewes J J R Dutton sec  
Wilkesboro Pa Wilkesbarre P and P S Assn Dec 27 to Jan 1 E S Kirkhuff sec  
Winslow Ill Dec 6 to 11  
Xenia O S W Ohio Poul Assn Jan 19 to 24 A G Spahr sec

## Dog Shows.

Brooklyn N Y Metropolitan Kennel Clubs Thanksgiving week G M Carnochan sec pro tem  
Newport N C Eastern Field Trials Club Nov 15 to 18 S C Bradley sec  
Pawtucket R I Rhode Island Poultry Association's Dog Show Dec 8 to 11 F Otto supt

## Horse Shows.

Chicago Ill Coliseum Nov 2 to 13  
Cleveland O Central Armory Nov 2 to 6 J B Perkins manager  
New York City Nov 15 to 20 Entries close Oct 23

## CONVENTIONS.

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner supreme sec Phila Pa  
Boston Mass American Poultry Assn July 18 1898  
Boston Mass Sovereign Grand Lodge 100 F F 588  
Boston Mass New England Sportsmen's Exhibition March 14 to 26 sec 216 Washington st Boston  
Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa  
Buffalo N Y W C T U Convention Oct 29 to Nov 1  
Chattanooga Tenn National Educational Assn Feb 1898  
Chicago Ill. National Association Moulding Manufacturers Dec 27 and 28  
Chicago Ill First Church of Christ Scientists Nov 14 and 15  
Chicago Illinois Agr Fair Coliseum November 1898  
Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O  
Cincinnati O Grand Council R A M Sept 27 1898  
Cincinnati O Grand Chapter Sept 28 and 29 1898  
Cincinnati O National Embalmers Assn 1898  
Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898  
Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898  
Cincinnati O National Laundrymen's Assn 1898 H W Stoer sec Cleveland O  
Cincinnati O National Encampment G A R  
Cincinnati O Grand Court Ohio Foresters 1898  
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O  
Cleveland O Brewmasters' National Assn Sept 1898  
Columbus O Welsh Eisteddfod Jan 1 1898  
Columbus O International meeting Farmers' Institutes Oct 27 and 28  
Cynthiana Ky National Fox Hunters Assn Nov 15 F J Hagan sec  
Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set  
Detroit Mich American Society of Civil Engineers July 1898  
Evansville Ind State Y M C A Nov 4 to 7  
Grand Rapids Mich Railroad Master Blacksmith's National Convention 2nd Tuesday Sept 1898 D D Garabrant sec Atchison Kas  
Harrisburg Pa Patrons of Husbandry Nov 10 to 20  
Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898  
Indianapolis Ind Convention of Christian Church 5 Oct 14 to 21  
Indianapolis Ind Convention Improved Order of Red Men Sept 1898  
Indianapolis Ind National Laymen's Convention M E Church Oct 1898  
Indianapolis Ind National Convention Epworth League 1899  
Kansas City Mo Colored Baptists Sept 1898  
Kansas City Mo American National Baptist Convention  
Milwaukee Wis Army of the Tennessee Oct 27 and 28  
Milwaukee Wis National Builders' Assn Feb 1 1898 Wm H Sayward sec Boston  
Milwaukee Wis Episcopal Church Missionary Council Oct 19 to 21  
Milwaukee Wis Rich Convention of Gas Men May 19 to 21 1898  
New York City Commercial Travelers' Fair February 25 to March 5, 1898 Alfred Chasseaud manager  
Omaha Neb National Road Parliament 1898  
Orlando Fla National Good Roads Congress Feb 2 1898  
Paduch Ky Eclectic Medical Assn Nov 16 to 17  
Peoria Ill Annual meeting Grand Lodge K of P Oct 19 to 22  
Philadelphia Pa German American Journalists' Assn Date not decided  
Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898  
Philadelphia Pa National Assn of Agricultural Implements and Vehicle Manufacturers 1898  
Philadelphia Pa New England Cotton Manufacturers Association Oct 27 and 28  
Pittsburg Pa Grand encampment of Knights Templars 2d Tuesday in Oct 1898 W B Melish Jr Junior Warden  
Pittsburg Pa National Brick Manufacturers Feb 1898 T A Randall sec Indianapolis Ind  
Richmond Ind National Conference of Friends Aug 1898  
Rochester N Y W C T U Nov first week  
San Francisco Cal Northern Baptist Convention 1899  
Syracuse N Y Semi-Centennial Oct 11 to 17 1898  
Toronto Can World's W C T U Convention Oct 13 to 26  
Toledo O Letter Carriers' National Con 1898  
Toronto Can Canada W C T U Convention Oct 20 to 23  
Washington D C National Convention Spiritu-ualists Oct 19 to 21  
Washington D C National Board of Trade Dec 14  
Wheeling W Va Reunion of the Society of the Army of West Virginia 1898  
Washington Pa Union Veterans Legion and Wednesday Oct 1898



# LETTERS TO THE EDITOR

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, distributors, sign painters and fair managers, when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

Indianapolis, Ind., October 16, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Please insert the enclosed ad in my usual space in BILLBOARD, and kindly give it as conspicuous location as possible. Get it in October number if possible; if not, November number will do.

Business is excellent with me, and much work contracted for the future. In fact, it is keeping us all on the constant hustle to make room for the next.

We have just completed distributing 40,000 samples of Polar Bear Tobacco, 30,000 folders of "None-Such-New England Mince Meat," 30,000 Lydia Pinkham's 'coklets, 30,000 Paine's Celery Compound booklets, 9,000 Butterick Pattern sheets, 10,000 folders for Dr. Carter & Co. (local), etc. In our ad, on another page, will be found an article showing what is thought of our service by Messrs. Luthman & Wilbur, manufacturers of Polar Bear Tobacco, Cincinnati, O.

Navy and Star Soaps are being advertised by house-to-house distribution here, and the work is being very nicely done; do not know who is doing it, although we believe it is their own agent. Allen's Foot-Paste is again being very poorly sampled, the samples being thrown on the porches and stoops, the work being done by men old enough to know better than to waste it thus.

The fight between the bill posters on the board at Alabama and Fort Wayne avenues is still on, as we notice a Snyder's Catsup stand, Lea & Perrin's Sauce 8-sheet and a number of other posters ruined with blank paper. Bill posting seems to be on the increase, the boards being about full at all times.

Yours truly,

VAN DYKE ADVERTISING CO.

Hillsboro, Tenn., October 10, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We will try and write a few lines for your valuable paper and let the people know what we are doing down in Tennessee.

Our boards are kept covered with paper all the time, and we have been compelled to build new boards to accommodate our patrons. We have had on our boards for the past thirty days 30 3-sheets of Ivory Soap, 68 sheets of Ayer's Pills, 100 sheets of Old Virginia Cheroots, 100 sheets of Lenox Soap, 200 sheets of Thiel County Fair, 200 sheets of gents' furnishing goods, 30 3-sheets of Texas State Fair and 30 fair hangers. Forepaugh and Sells Brothers are going to use our boards October 28.

We are expecting a shipment of distributing from Dr. Miles' Medical Co.

We will send copy for ad in Xmas number in a few days. Hoping you much success, we are Very Respectfully,

PHILLIPS BROS., Bill Posters.

San Francisco, Cal., October 7, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—In addition to owning the largest plant in San Francisco and controlling Oakland and Alameda county, we have now added the following towns, where we shall conduct the bill posting and painted sign business:

Sausalito, population 1,100; Mill Valley, 1,500; San Rafael, 300; Ross Valley, 1,600; Ignacio, 500; Petaluma, 3,700; Santa Rosa, 6,000; Fulton, 400; Geyserville, 300; Cloverdale, 800; Petaluma, 400; Hopland, 750; Ukiah, 1,700; Napa, 4,500; Vallejo, 7,500; Benicola, 2,400; Port Costa, 750; Martinez, 1,750.

We are erecting all our fences ten and twenty feet high, and have already received some very large orders. Business with us in San Francisco, Oakland and Alameda county is simply wonderful, both in painted signs and bill posting, and we keep constantly eight carpenters employed building fences to keep up with the demand for space. Respectfully yours,

STEEB & GREEN.

Rockville, Ind., September 30, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I have been reading your valuable paper for a long time, and I read everything of importance.

In a recent issue of your valuable paper you had an article on "Village Bill Posting," which was very interesting. I will tell my fellow bill posters how I run my plant and make money.

First, I get all new boards in good locations; second, give an advertiser what he pays you for; if it be thirty days' showing, give it to him; do not cover it up until it is dead. If a circus comes along and offers you more money for the space the advertiser has and his paper is alive, do not say, "Well, his paper has been up long enough, so you can cover his paper." There are lots of ways for bill posters in small towns to make money. I get out a monthly bulletin, and I am at present getting out a Parke county directory, with the names of every person in the county, the town they live in, their rating and their occupation. Every bill poster can work up a good business if there is any hustle to him. If a village bill poster wants to build up a good business, let him give what he contracts for.

I will admit it is very hard to get bill posting for the smaller towns. I want to say here that every sheet of paper that was ever sent to me went up and stayed up until it was dead, and if every village bill poster would do the same way it would not be long until advertisers would have confidence in village bill posters. But just as long as they keep giving poor work they will be looking for a job with some one ring circus.

The most important thing for a bill poster to do is to give an advertiser what he pays for.

I will let any man visit my billboards after he has had his paper posted, and he will find every sheet of it up. There is something about boards that all bill posters don't think alike about—that is the location of a board. I have my boards located in the town of Rockville, and I find most all my space is full. I have seven big boards on each road leading to the city. These boards are seen by more people than all my boards up in town. These boards are at the edge of town, and I believe a bill poster will find that he will get better results by putting his boards at the edge of any town, so the farmers can see them. I have been getting out a bulletin and distributing them when business was a little slack.

Rockville, Ind., has a population of 2,500, and is in one of the best counties in the state. I am the only bill poster in the county, and I have worked all the time. I make every town in the county, and do bill posting, distributing and sign tacking, and am able to give an advertiser good work and get his paper up quick.

I have my boards all full this month with Buffalo Bill's Wild West, McMurry & Butler (local), E. S. Bernbeck (local), A. Herze, Terre Haute; Simmond's Liver Regulator, Cabbage Leaves Cigars, Santa Barona, and a lot of local work.

Well, I have told you about all I can for this time. Hoping all village bill posters will do good work and be successful.

Yours respectfully,

EMMETT LITTLETON,  
City and Suburban Bill Poster and Distributor.

Peru, Ind., September 30, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Your favor of the 29th inst., enclosing check in payment for posting the Davy Crockett Cigar paper, at hand. Many thanks for your promptness in paying same. Business is booming in Peru this fall, more local paper on our boards than ever before. Peru is enjoying one of the greatest oil booms in the history of the country. Hotels and boarding houses are crowded to overflow with strangers, and there seems to be no end to money ready to be invested in oil plants, and property is commanding good prices.

I have added 340 feet of new billboards to my plant, besides fifteen eight-sheet and twenty-five three-sheet boards, and I think I am safe in saying that Peru has got more good billboards and more centrally located than any town of equal size (9,500) in Indiana. Thanking you for the highly complimentary letter and your patronage, I beg to remain

Yours very truly,

CHAS. W. STUTESMAN.  
P. S.—I haven't received the September number of THE BILLBOARD to date. I feel lost without it. C. W. S.

Kenosha, Wis., October 4, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—The past month has been a very successful one, but, taking all in all, I have no kick coming on the whole summer, having almost continually worked day and night. This month I have Milwaukee Exposition for a large showing, best of the season; Girl from Paris Cigar (Hoke), Davy Crockett Cigar (Billboard Co.), Durham Tobacco (local), Gotham Hat (local), Bicycle Races (local), Singer Sewing Machine (local), Wolff Clothing, Racine (Tiede), Uncle Jerry Pancake Flour, Windsor Band Concert (local), Dr. Pierce's Remedies (Hoke), second showing.

I have opposition here, but as far as work is concerned I don't know it. I get everything in sight. The Kenosha, Milwaukee and Racine electric road will be in operation in a few weeks, and I expect to work boards along their route. As soon as I have my posting done I shall get after our local merchants and touch them up for fall advertising. I have a trunk full of good No. 1 Donaldson samples, but have been so busy that I have never had a chance to push such a good thing as they are.

Hoping BILLBOARD may live forever, I am  
Yours in "Paste," "Brudder Ike,"

JAKE J. DISCH.

Winona, Minn., October 3, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Kindly allow me space to make my report in regard to business done here the past two months. I have done a great deal of posting and distributing. Have posted as follows: For Liggett & Myers, 50 8-sheets; National Cigarette and Tobacco Co., of New York, 20 8-sheets; Geo. R. Newell Co., Minneapolis, 300 1-sheets; Krohn, Feiss & Co., Cincinnati, 25 12-sheet stands; Haas Bros., Cincinnati, 10 12-sheet stands, 30 3-sheets; Dr. M. C. Davis, Frankfort, Ind., 10 16-sheet stands; Philharmonic Society (city), 75 3-sheets, 50 1-sheets; Smith & Terry (city) 50 2-sheets; Grocers' Excursion, 250 1-sheets; Lynch & Henry (city), 50 2-sheets; Winona Street Fair, 300 1-sheets; H. H. Lee (city), 24 8-sheets; M. Jacoli, 60 1-sheets; Bicycle Race, 300 1-sheets; Singer Manufacturing Co., 3 8-sheets; R. A. Gernes, 42 1-sheets, Hauer & Flick, 10 8-sheets; F. E. Gartside, 25 3-sheets; Mrs. F. Brandt, 50 1-sheets; La X Fair, 60 3-sheets; Minnesota State Fair, posting and tacking signs; Lippincott Co., 20 3-sheets; manager opera house, 2,761 sheets; Santanelli, 295 sheets; McMahon Bros' circus, 503 sheets. Distributed also for new furniture house, this city, 300 circulars; Jackson & Rademacher, city, 4,000 circulars; Cream of Wheat Co., Minneapolis, several thousand.

The coming month is bringing more work, as I have already several contracts on hand.

Thanking you for space, I remain

Yours truly,

HENRY WERNER.

Joliet, Ill., October 18, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

We beg to advise you of one Mallory. Description—Height 5 feet 5 inches, weight 165 pounds. He pretends to be a member of the G. A. R., and wears the button. He came here to give an entertainment for the relief corps, "The Spy of Chattanooga." He collected all the money he could obtain from tickets and skipped, leaving three weeks' board bill for him and his son, all advertising, bill posting and several other bills unpaid. He was a fraud, and we wish to publish him as he deserves.

Yours truly,

DE LONG & BIERDERMAN,  
Bill Posters, 303 North Joliet St.

Mr. Louis Heilbronner, of Fort Wayne, Ind., has taken charge of the bill board surrounding the court house square in that city, for Mr. S. C. Lombard, and will soon have a choice array of artistic paintings and advertising legends covering the big fence.

Subscribe now. THE BILLBOARD one year—one dollar.

Charley Orange, while fixing a billboard in the north end of town, fell from his ladder. In falling his right hand caught on a broken board, badly lacerating the flesh.—Olympia (Wash.) News.

## THE ADVERTISING MAN.

You may talk about your editors who sit in easy chairs

And try to run the whole concern and put on lots of airs,

And seem to make the people think it's what they have to say

That keeps the business on the move and makes the paper pay;

But don't you ever think it, for the whole truth really is:

The editor's not in it with that huge conceit of his,

For there's only one essential in the whole newspaper plan—

Success depends alone upon the advertising man

The men who edit manuscripts and write the funny stuff

Within the little fields they fill may answer well enough;

The sporting and dramatic men and small fry such as those

Who gobble all the passes and who visit all the shows;

And likewise, too, the poets who insist they must rehearse

The simple things they have to say in blind and halting verse,

They, one and all, have understood since papers first began

That they were mere assistants to the advertising man.

'Tis true the advertising man has naught to do but talk,

Yet he's the one who, after all, permits the ghost to walk,

For, while the editors their pens in trashy stuff engage,

He toils on something worth the while—the advertising page,

And if you'll but investigate sufficiently you'll find

He works more men and hours than the others all combined.

To him belongs the victor's crown—this brave catch-as-catch-can,

Keen, money-getting, business-booming, advertising man.

—Boston Traveler.

Advertise in THE BILLBOARD Christmas number. Mailed free to ten thousand advertisers.

P. B. Oliver, of Findlay, Ohio, accompanied by his wife and daughter left October 11th for a tour of the great lakes. They will go as far as Duluth stopping enroute at Toledo, Detroit, Macinac and Sault Ste Marie.

## ENGLAND.

While several more or less ambitious spirits in the United States have been dreaming about a combine or bill posting trust in the United States, an enterprising Englishman, by the name of Robert Youde, has gone ahead and acquired possession of every important plant in the United Kingdom. He now owns absolutely every plant (with few exceptions) in England, Ireland, Scotland and Wales, and under the caption of "Youde's Limited," completely controls all the bill posting in the British Isles. In order to make his hold the more secure, Mr. Youde has also acquired control of the famous printing house of David Allen & Sons, of Belfast, London, Harrow and Manchester, including all their premises, machinery, stock, etc. Mr. J. J. Bennell, formerly editor of the *Bill Poster*, is secretary of Youde's Limited, which in America would be termed a corporation or big stock company.

# OUR NEW CHRISTMAS POSTERS FOR RETAIL MERCHANTS ARE NOW READY.

We are a little bit late with them this year. The delay could not be avoided. We have been so busy with Theatrical, Fair, Poultry Show and Bench Show Posters, that we could not take up our Holiday Posters until fully two months later than usual. But, though belated, they are beauties. They will sell on sight. SAMPLES FREE TO BILL POSTERS. Write for them now. Almost any merchant will advertise for the Holiday Trade. Now is the time to get them started on the boards.

# The Donaldson Litho. Co., CINCINNATI, O.

## Jointed Magnetic Hammers

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Lith. Co., Cincinnati, O.

DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,

FLEISCHMANN & Co., Gardner, Mass.

W. P. BULLARD, Agt.

SAVES CLIMBING.  
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

30-in. handles, 2 sections, \$2.00

42-in. handles, 3 sections, \$3.50

DONALDSON LITHO CO. Sole Agents,  
CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

## Bill Posters' Paste Brushes.

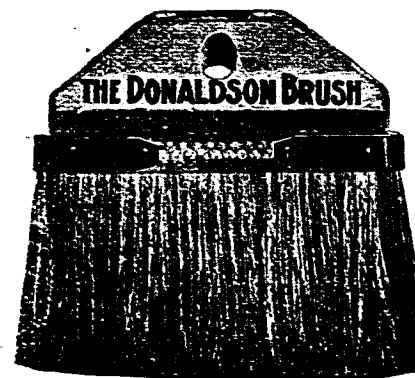
This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

### PRICES.

8 inch, \$2.25 each.

9 inch, 2.75 each.

10 inch, 3.00 each.



This is our celebrated

"UNEXCELLED"

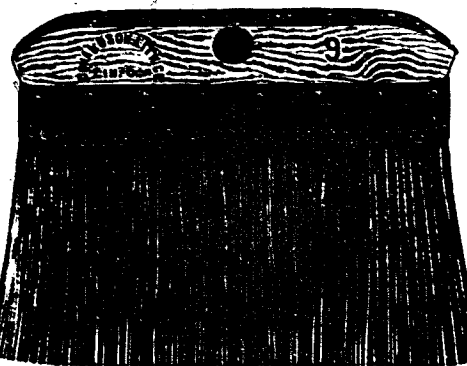
The Best Paste Brush made. Popular everywhere on account of its great durability.

### PRICES.

8 inch, \$2.75 each.

9 inch, 3.00 each.

10 inch, 3.25 each.



SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

## Jointed Paste Brush Handles

Made Expressly For

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience.

HANDY, DURABLE, STRONG, RIGID.

PRICE:

7 feet, 2 sections, - \$1.25

10½ feet, 3 sections, - \$1.75

Donaldson Litho. Co.  
CINCINNATI.

Remit with order. None sent C. O. D.



ESTABLISHED 1890.

# The WAUKESHA Bill Posting Co.

Distributors and General Advertisers.

CHAS. G. MEVIS, MGR.

Post, Distribute, Tack, or do any kind of Out-Door Advertising anywhere in Waukesha County.

Room 2, 521 Main Street, **WAUKESHA, WIS.**  
P. O. Box 505,

## WANTED, TO BUY

Bill Posting Plant in a town of 25,000 to 50,000 inhabitants. Address, F. J. McCLURE, 523 Trumbull St., Detroit, Mich.

Oswego, N. Y. F. E. Munroe, Licensed Bill Poster, Distributor and Sign Painter. 697

North Carolina. **Wilmington, Pop. 25,000.** Thos. P. Day & Co., Bill Posters and Distributors

**HILLSBORO, TEXAS.** Phillips Bros., City Bill Posters and Distributors.

**Kansas City, Mo.** and her suburbs Combined population 300,000. 60,000 pieces does it all. Send the matter to the MIDLAND ADVERTISING CO. (member I. A. of D.), Jos. Reid, Manager, 617 Grand Ave., Kansas City, Mo.

**OREGON SIGN CO.** Bill Posters, Distributors and Sign Painters. Box 374, Oregon City, Oregon. 1197

**Mattapan, Mass. D. L. Cushing** Circular Distributor and Gen. Advertiser. **BRANTFORD, CAN.** POP. 17,000.

Chas. M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution.

**Jacksonville, Ill. 807 S. Main St.** Wm. Burke, member of and recommended by U. S. Dist. Bureau

**HOWLAND** Advertising Sign Co., Rome, N. Y.

**WOODLAND, CAL.** Dietz & Glendenning, Bill Posters. 997

**Pittsburg, Pa. Pop. 500,000.** Established 1892. The "TWIN CITIES" Distributing Agency, DISTRIBUTORS, Office 6, Sixth St. Branch, ALLEGHENY. J. T. HYDSON, Manager.

**Chicago, Ills. J. A. CLOUGH,** Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

**Newport, Ky. G. H. Otting & Son,** Own and control all boards. Good Service

## The W. D. Husted Advertising Co.

Town and Country **BILL POSTERS,** Distributors, Bulletin Sign Painting, AND Out door Advertising of every description. Office: 67 Main Street, **MANSFIELD, TIOGA CO., PA.**

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN **MANSFIELD.**

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

## ATTENTION BILL POSTERS.

We Are Sending Out: { 12-SHEETS, 3x4 3-SHEETS AND 1-SHEETS. Advertising our Davy Crockett Cigar. We want to hear from bill posters, especially in the small towns. Send us your best rates for thirty days, guaranteed and protected service, (no lists—our traveling men inspect our work,) and amount of paper you can handle to advantage. We pay cash, and we pay promptly. Address:

**HAAS BROS.,**  
215 RACE STREET, CINCINNATI.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

## ONE OF MANY

UNSOLICITED LETTERS RECEIVED BY

## Steinbrenner's Distributing Service.

Would Like To Do Your Distributing.

Binghampton, N. Y., October 10th, 1897.  
W. H. STEINBRENNER, Room 609, No. 519 Main Street, Cincinnati, O.  
Dear Sir:—Referring to the distribution of advertising matter, which you recently made for us in your city, we would say that we are highly gratified with the results. Reports from all dealers show that the work was extraordinarily well done. All who had goods on hand at the time of the distribution, report greatly increased sales, and those who did not have the goods in stock, have since placed them, in order to fill the increasing demand. We shall take great pleasure in recommending your services to any advertiser desiring results in your city. Thanking you for past favors and trusting we may favor you with another distribution at an early date, we are,  
M. S. P. Yours very truly,  
Dictated by W. D. Redington, Mgr. Distribution Dept. DR. KILMER & CO.

**W. H. STEINBRENNER, Manager,**  
Room 609, Lincoln Inn Court,  
No. 519 MAIN STREET. CINCINNATI, O.

## HOWARD N. HOLSHOUSER,

City Bill Poster and Advertising Agent.

I Control All Bill Boards in Town, And Guarantee Honest Work. **COVINGTON, TENN.**

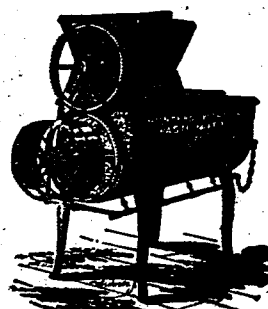
**WASHINGTON, D. C. POPULATION, 250,000.**

Sampling, Distributing, Sign Tacking,

WORK GUARANTEED.....  
TRIAL ORDER SOLICITED.

**Wright's Distributing Service,**  
GEO. WRIGHT, Manager. 432 10th STREET, N. W.

**ORIE L. ROARK, Greenville, Ky. BILL POSTER AND DISTRIBUTOR,**  
Prompt and Honest Service. Low Rates.  
Correspondence Solicited. L. A. W. No. 109, 538



THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

**J. H. DAY & CO. CINCINNATI, O.** 1144 R. HARRISON AVE.

## "ECONOMY IS THE ROAD TO WEALTH."

If there ever was a time when this old adage was true, it has long since passed away. Certainly it is not true in these hustling bustling days. One cannot make money by saving it—not now.  
The only way that the modern man can make money is by spending it—spending it wisely. Money spent in labor saving machinery is wisely spent. Spending money in this wise is making money. Our Paste Mixers will make more and better paste with less flour and labor than any other in the market.

THEY ARE MONEY MAKERS.

## Bill Posters:

*If you have not received our samples of Pictorial Posters, write for same at once, and we will forward same Free of Charge. You can sell them to your merchants and make a commission. Every bill poster should keep our catalogue in his office, it gives prices on all kinds and sizes of posters.*

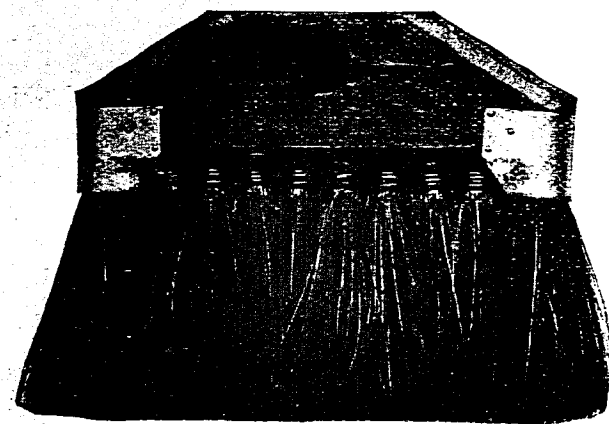
**Hennegan & Co.,**  
Poster...  
Printers.

719-721 Sycamore Street,  
Cincinnati, Ohio.



# Excelsior! Excelsior!

YOU ARE LOOKING FOR THIS.



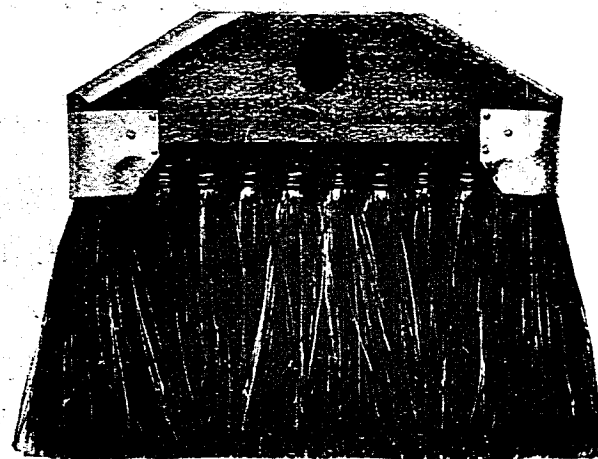
QUAKER CITY, No. 10. 9-inch.  
\$2.50 Each. \$24.00 per dozen.

Also the No. 19, 9-inch Extra-Extra, made VERY full and especially adapted to Circus work.  
\$3.75 each. \$39.00 per dozen.

Give us a trial order, and you will use no other.  
Sent C. O. D. to all parts.

The most satisfactory Bill Posters' Paste Brush on the market.

Made only of PURE RUSSIAN BRISTLES, therefore WILL hold the most paste. Ask the leading Bill Posters of the United States and Canada as to the wearing qualities.



EXCELSIOR No. 10. Extra 9-inch.  
\$3.00 Each. \$30.00 per dozen.

**ELDER & JENKS,** Makers, 127 North Fifth St.,  
PHILADELPHIA, U. S. A.

Sole Western Agents, THE DONALDSON LITHO. CO., Cincinnati, Ohio.

**TRENTON, New Jersey**  
The Trenton Bill Posting Co.  
Owns all billboards in the city and suburbs.  
Population 70,000. I guarantee the value of all Bill Posting and Distributing.  
WM. R. WILLIAMSON, Manager

**Kansas City, Mo. Pop. 300,000.**  
Midland Advertising Co., Joseph Reid, Mgr.  
Distributing, Tacking, Reliable Men only.  
All towns in Jackson and Wyandotte Cos.  
Mem. International Ass'n of Distributors.

**THE MANHATTAN PRESS-CLIPPING BUREAU.**  
NEW YORK. LONDON.  
ARTHUR CASSOT, Manager.  
Knickerbocker Building.  
No. 2 West 14th St., New York.  
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.  
HON. CHAUNCEY M. DEPEW is one of our regular patrons.  
HON. CALVIN S. BRICE: You have the best facilities of anyone in the field in your business.

**STERETT Show Printing Co.,** San Francisco, Cal.

**Tucson, Ariz** 2,000 ft. of boards  
W.M. REID, Box 148, 2d

**L. A. DANIELS,**  
City Bill Poster and Distributor,  
SANTA CRUZ, CAL.  
POPULATION 8,000.  
Member International Bill Posters Association of United States and Canada.

**MANNING, S. C.**  
Distributor. T. M. Young, Manager. P. O. Box "Y."

**Waukon, Ia. Wm. S. Hart & Co.**  
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

**Fort Wayne City Bill Posting Co.**  
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.  
FORT WAYNE, IND. C. B. Woodworth, Manager.

**FAYETTEVILLE, N. C.**  
Hawkins Bros. Bill Posters and Distributors. Lock Box 170.

**Jackson, Ga., C. A. Henderson & Co.**  
Member I. A. of D., advertising agents. Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flannix, Macon, Forsyth and Barnesville, includes population of 175,000.

**MILFORD, MASS. Pop. 9,000.**  
E. R. Nugent, Distributor. 357 Main St.

## Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
146 Franklin St., Boston.

**Aurora, Ills. B. MARVIN,**  
Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

**STAVANGER, MINN.**  
Ole Holm, Bill Poster and Distributor. n87

**MEMPHIS, TENN.**  
Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

**Scranton, Pa. 654 Deacon,**  
J. H. Beltz, member I. A. of D., samples put out, circuits distributed, signs nailed up. Work guaranteed. 200,000 people in Lackawanna County.

**LIMA, OHIO. Pop. 20,000.**  
W. C. Firrell, City Bill Poster and Distributor. Work promptly done.

## FIVE STANDS POSTED IN MARBLEHEAD

WILL CREATE AS MUCH BUSINESS IN A SMALL CITY AS THEY WILL IF BURIED IN A LARGE ONE.

**NOON BILL POSTING CO.,**  
MARBLEHEAD, MASS.

**Peru, Ind. Chas. W. Stutesman**  
Licensed City Bill Poster and Distributor.

**Allen's Press Clipping Bureau**  
Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

**LORAIN, O. P. J. SMITH.**  
Bill Poster and Distributor. 319 6th St. n97

**CITY BILL POSTING CO.,**  
HARRY B. BUSSING, Manager.  
**NORWALK, CONN.**

**Nanaimo, British Col. Pop. 7,000.**  
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

**C. F. Bangasser & Co.**  
CITY BILL POSTERS AND DISTRIBUTORS.  
Signs Tacked and Signs Painted. Own all Bill Boards in our locality. P. O. Box 38  
**MC MINNVILLE, OREGON.**

**Oakland, Cal.**  
Belasco & Co., Bill Posters and Painted Signs.

**Southern Press Clipping Bureau,**  
Atlanta, Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

**Butte, Mont. W. E. Kendrick,**  
Bill poster and sign advertiser. P. O. box 122.

**HIGGINSVILLE, MO. Pop. 5,000**  
The Greatest Country on Earth.

**RIGG BROS.,**  
The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

**Blaney, Wm. E., Expert Ad Writer,**  
Station T, Boston, Mass.

**THEATRICAL AND CITY BILL POSTERS,**  
Distributing and Advertising Agents. Work promptly and properly executed.  
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

**Santa Fe, N. M. A. M. Dettelbach,**  
Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's.

## VIRGINIA.

JOS. M. GOLDSMITH.

**GOLDSMITH BROS.**

JAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.  
FREDERICKSBURG, VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References.

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

Population 6,000. Drawing Population 50,000.

**BUBB**  
POSTS BILLS AND DISTRIBUTES  
CIRCULARS AT  
**WILLIAMSPORT, PENN'A**

Fair Ground Games,  
Merry-Go-Rounds,  
Games, Etc.

Playing Cards and  
Ivory Goods.

Club Room Furniture,  
Faro and Poker Chips,  
Sporting Goods.

**OGDEN & CO.**  
Manufacturers of

**Automatic Slot Machines,** Bonanza, Star, Carlo,  
Monte Carlo, Etc.  
New Designs Every Month. Largest Factory in U. S.  
Automatic Game Devices  
at Lowest Prices.  
**185 Clark Street, CHICAGO, ILL.**

## The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

| LARGER ADVERTISEMENTS. |         | LITHOGRAPHED PAGES.             |          |
|------------------------|---------|---------------------------------|----------|
| Whole page             | \$50.00 | Page 2 of Cover, in 2 colors    | \$100.00 |
| Half page              | 27.50   | Page 3 of Cover, in 2 colors    | 100.00   |
| Quarter page           | 15.00   | Page 4 of Cover, in 8 colors    | 200.00   |
| Eighth page            | 8.00    | Double page center, in 8 colors | 300.00   |

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9 1/2 x 12 1/2.

**JOHN T. WILLIAMS**  
Manager Northwest Bill Posting and Advertising Co.,  
346 MORRISON STREET,  
**PORTLAND, OREGON.**

Member I. A. D. and P. C. B. P. A.

Population 90,000.

Established 1868.

THE LEADING SHOW PRINTERS  
LITHOGRAPHIC OR BLOCK  
IN THE UNITED STATES USE  
**THE AULT & WIBORG CO'S**  
**POSTER INKS**  
ARE YOU ONE OF THEM? THE AULT & WIBORG CO.  
CINCINNATI  
NEW YORK  
CHICAGO

**JOHN L. MARSH**  
VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster.  
Card Tacking and Distributing a Specialty.  
All Work Guaranteed. Population, 5,000.

**Meridian, Miss., Pop. 15,000**  
L. E. Hoffer, city bill poster and distributor.

Bill Posting, Sign Tacking and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.  
**A. J. BLACK, Summitville, Ind.**

**R. W. STORRS,**  
De Funiak Springs, Fla.  
Can cover all West Florida outside of Pensacola in any manner desired.

## ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS.  
ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,  
WOOL EXCHANGE, NEW YORK.

**PAULDING, OHIO.**  
F. W. French, Distributor. Work guaranteed.

**CARLISLE, IND.**  
Sullivan Co., R. J. Chilcote, Distributor.

**WANTED, AGENTS,** to sell our elegant

**ADVERTISING CALENDARS**

Big Profits. Fine Line. Write Immediately.

**The Henderson Lithographing Co.**

Novelty Department.

**CINCINNATI, OHIO**



# SETTER BROS. & CO. COLLINS CENTER, NEW YORK.

We sell GOOD

## ENGRAVING BLOCKS

Cheaper than any other firm on earth. By GOOD Engraving Blocks we mean blocks that are in every way strictly high-grade and first-class in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks.

Plain,  
Cherry and  
Basswood **RULE.  
REGLET.**

Type Stock Material for Small  
Wood Cut Work.

**BLACK BOARDS.  
BULLETIN BOARDS.  
LITHOGRAPH BOARDS,  
AND PASTE BOARDS**

**LUMBER.**

DON'T FORGET THE ADDRESS;

# SETTER BROS. & CO.

COLLINS CENTER, NEW YORK.

**W. Weisbroth** WOOD  
PROCESS  
ENGRAYER  
CINCINNATI, OHIO.

Delaware, O. **G. D. McGuire,**  
City Bill Poster and Distributor.

ESTABLISHED 1876.

**CHARLES W. YORK,**

**Bill Poster and  
Distributor.**

**HAVERHILL, MASS.**

I make a specialty of Distributing.  
Reference if required. 1197

**Po'keepsie, N.Y. 24 Mechanic St.**

M. F. Sprenger, The Honest King Bill Pos-  
ter and Distributor. 1197

**THE LATEST SPIRITUALISTIC SENSATION!**

SECRET and APPARATUS for Raising an ORDIN-  
ARY TABLE. Can be performed with greatest ease  
on STAGE or PARLOR. Any one possessing this ap-  
paratus and explanation may cause any Table, in any  
room, to move about and dance as will. Can be done  
anywhere, with sleeves rolled up, as performed by Miss  
Anna E. F. F. This illusion is marvelous, and can  
not be detected, sent prepaid on receipt of 50 Cents.  
**BENJ. J. MUTSCHLER & CO.**  
Design & Importers in MAGICAL APPARATUS.  
Box 525, Chicago, Ill.  
Send stamp for catalog of Tricks in Magic & Illusions.

Charleston, W. Va. Pop. 15,000

E. H. Carwithen, Distributor. Satisfaction  
guaranteed. Six adjoining towns. 1197

**Grand Rapids, Mich.**

George M. Leonard, Reliable Distributor.



## YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

## FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,  
187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

SEE YOUR PEN BEFORE BUYING. Upon receipt of 25c. we will send you our 14kt. gold, adjustable Fountain Pen. Price \$1.75. If satisfactory, pay the L.C. \$1.50. Agents wanted. The Whitney Fountain Pen Co., Cleveland, O.

1891. "Everything comes to him who hustles while he waits." 1897.

## The Hustler Advertising Co.

Prompt personal  
service guaran-  
teed at all times.

OUT-DOOR ADVERTISING  
IN ALL ITS BRANCHES.

24 NORTH MINER STREET, FORT WAYNE, IND.

A STATEMENT TO BE PROUD OF  
WE HAVE PRINTED  
OVER 2,000,000

**Letter Heads**  
IN THE LAST FOUR YEARS  
EVERYBODY SATISFIED  
DO WE FIRST KNOW OUR BUSINESS  
PRINTING CO. CHICAGO  
358 DEARBORN ST.

All Kinds of Printing and Engraving.

**BELVIDERE, ILLS.**

Fred. Wilkin, Bill Poster, 312 Franklin St. 1197

What is worth doing at all,  
is worth doing well.

**JOHN H. JONES,**

Best facilities for distributing, sampling, sign  
tacking—card, tin or steel. Population, 500,000.  
Dwellings, 85,000. Member I. A. of D.

Office, N. W. Cor. Mount & McHenry Sts.,  
BALTIMORE, MD.

**TROY, ILL.**

F. C. Gale, Bill Poster and Distributor.  
Reference furnished. 1197

**HENRY C.**

**CROSBY**

ADVERTISING

**SIGNS**

Romaine Building,  
PATERSON, N. J.

11197

## ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

**Strike while the Iron is Hot!**

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

**D. J. Lefebvre Adv. Co.**  
RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.

Keep Our Address For Future Reference.

**W. E. Patton, Corinth, Miss.**

Bill Poster and Distributor. Reference furnished. Box 161. 1197

SEND FOR A COPY OF

**Business**

The Office Paper.

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office. Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO.,  
11 Astor Place, New York.

**TERRE HAUTE, IND.**

James M. Dixon, Distributing, 29 South 11th St.

**CHILLICOTHE, ILL.**

CHARVAT BILL POSTING CO.

HENRY CHARVAT, Manager.  
Seven Cities Covered. Population, 12,000.  
Correspondence Solicited. 1197

**Chillicothe, Mo. Z. B. Myers,**

Owens all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. 1197

**Atlanta, Ga. 124 Haynes St.**

Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining counties, \$1.00 per 1000 and up. 1197

**Laconia, N. H. Pop. 15,000.**

Folsom Opera House, Irving Park and Shaw Grounds. J. P. Harriman, Manager. Owns all boards in the city and suburbs.

**BANGOR Me. and Neighboring Cities. Pop. 40,000.**

Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. 1197

**DENVER, COLO.**

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, 100,000; ity and Manitou, 20,000.

**C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks.**

Lowest prices. Always on time. No mistakes. 155 Washington Street, Chicago.

**MILFORD, MASS.**

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and delivery truck express. 1197

## What One Man Said About Our Distributing.

To Whom It May Concern—  
The Vansyckle Advertising Co., Indianapolis, Ind., distributed for us 40,000 samples "Polar Bear" Tobacco. The work was reported very satisfactory, and to anyone in want of good service in Indianapolis, we can cheerfully recommend Mr. Geo. W. Vansyckle.

Yours truly,  
LUHRMAN & WILBERN, Per Wilbern.

Mfrs. "Polar Bear" Tobacco.

If it suited one, it will suit another. That's you.

**Vansyckle Adv. Co.**

INDIANAPOLIS, IND.

McCall, Ad Writer, Saratoga N. Y.

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.

They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of \$24.50 EACH.

No extra charge for painting firm name on the sides.

**Bill Posters' Pony Cart.**

Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of \$44.50

**Bill Posters' Wagons.**

We make them in almost infinite variety. We have them with shafts and with poles, with and without tops in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—\$130.00.

Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,  
225, 227, 229 East 8th St, CINCINNATI, O.

## "Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date.

WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

**C. M. Smith & Co.,**

Brantford, Canada.

Population of City 17,000. County 50,000.  
Country 5,000,000. 1197

**Rutland, Vt. M. Kingsley,**

Owens and controls all billboards. Address 18 West St., Rutland, Vt.

In offering the services of the

**United Press**

**News Bureau**

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

**United Press News Bureau,**

131 Van Buren St., Chicago.

**Evansville, Ind. 75,000, Licensed**

Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. 1197

**LARAMIE, WYO.**

H. E. Root, Mgr. Opera House and City Bill poster and distributor (11c/3), 150 3d St. 1197



OFFICE OF

*Sam W. Hoke*LONG-DISTANCE  
BILL POSTER.107 WEST 28TH ST., NEW YORK.  
TELEPHONE CONNECTION.

I WANT TO HEAR FROM EVERY BILL POSTER IN AMERICA, AND AT ONCE.

I am now busy with the following orders:---

30,000 8-sheets, 20,000 3-sheets, 10,000 1-sheets, and 3,000  
24-sheets for one advertiser.20,000 8-sheets, 20,000 3-sheets, and 30,000 1-sheets for  
another advertiser.

A Half-Million quarter-sheets for another advertiser.

20,000 4-sheets and 5,000 8-sheets for another.

50,000 8-sheets and 100,000 1-sheets, for another.

5,000 8-sheets and 5,000 12-sheets for another.

And

45,000 1-sheets for two other articles.

(I had expected to give names of the above advertisers, but some  
of them objected to having their plans made public in advance.)Heretofore I have rarely asked for information from bill  
posters in very small towns, but I am having so many calls for vil-  
lages of Five Hundred, One Thousand, and up, that I now want to  
hear from everybody that does bill posting.Let me know the present population of YOUR town, and a  
statement of the number and sizes of the billboards and daubs that  
you may have, AND YOUR PRICES.*Sam W. Hoke*

Long-Distance Bill Poster,

Telephone Connection.

107 W. 28th St., New York.

## THE BILLBOARD

Vol. IX., No. 10.

CINCINNATI, NOVEMBER 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00

## WAR!!!

At Paterson, N. J., Ended.

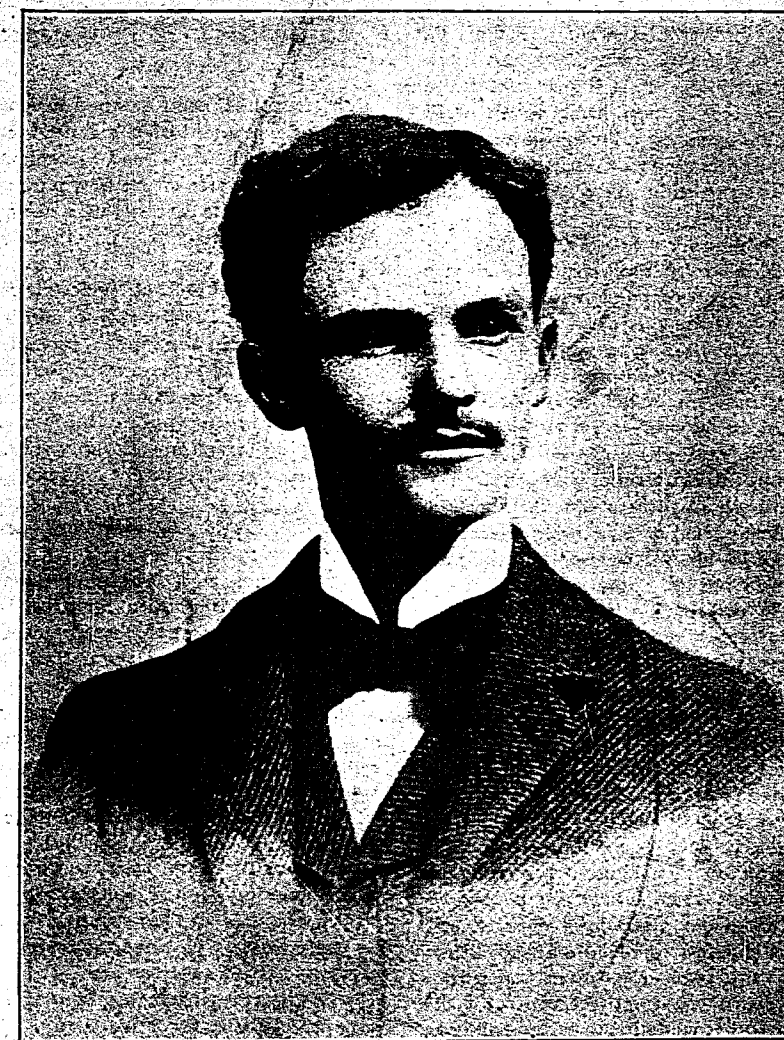
Pratt Leaves the Field Entirely and  
O'Mealia Sells Out to the Gude-  
Munson-Lowden People.The following special dispatch was re-  
ceived as we were about to go to press:

New York, November 3.

Editor The Billboard, Cincinnati.

The bill poster war at Paterson, Pas-  
saic and Rutherford, N. J., was called off  
November 1, when Mr. Sam Pratt left  
the field entirely and Mr. O'Mealia sold  
his interest to the Gude-Munson-Lowden  
people. O'Mealia retains a small amount  
of stock in the surviving company, which  
is incorporated as the Paterson Bill Post-  
ing, Advertising and Sign Painting Co.  
The officers are: O. J. Gude, president;  
Wm. B. Lowden, vice-president; F. E.  
Fitch, secretary and treasurer.The Board of Directors for the first  
year are O. J. Gude, Harry Munson, F. E.  
Fitch, Charles J. Hicks and William B.  
Lowden. The New Jersey Bill Posting  
Co., the name assumed by Pratt &  
O'Mealia's establishment, ceases to exist,  
all its plant being absorbed by the  
stronger concern.The above telegram confirms our belief  
that the "open" association is not a long  
way off. Here we have an officer of both  
associations joining hands. If Munson  
can be a member of the A. B. P. A. from  
Paterson, why not from New York, where  
he has the ideal plant of America?THE NECESSITY FOR  
MORE SYSTEM.

BY SAM W. HOKE.

It is strange how difficult it is to secure  
necessary information from some bill  
posters—good bill posters, at that.In numerous instances nothing can be  
learned until the month is up, when the  
bill is sent in.No matter how implicit the instructions  
are that may accompany the order andthe paper, the work is done in the usual  
way. I have repeatedly sent out orders  
that specified that the paper was to be  
bunched, only to be told at the end of the  
month that the bill poster thought it ad-  
visable to thoroughly scatter. Then I  
have sent orders not to duplicate, and re-  
ceive a list showing a hundred posters on  
a dozen locations.still there is no answer. Then I telegraph,  
and about this time comes a bill and list,  
showing that the display is just about ex-  
piring, and hoping that the exceptionally  
fine work given will secure him (the bill  
poster) a renewal order.I show this to the advertiser, and he  
throws up his hands and countermands  
all other posting orders.never think to ask for this particular  
thing again.If the bill poster does his full duty, and  
sends prompt notice of the date posting  
begins, the advertiser immediately sends  
a salesman, or force of salesmen, to that  
town or city and loads up the trade with  
the goods.Returns are fine, and the bill poster  
then receives renewal orders, and many  
of them.For some years I have been placing the  
bill posting for the George W. Childs'  
Cigar, and the money that concern threw  
away at the beginning was, to say the  
least, considerable. Finally these people  
stopped absolutely, except in towns where  
the goods were already placed with the  
retailers.They were compelled to adopt this  
course because the other and better  
course could not be followed.The same thing is happening every  
day with other advertisers, and many a  
hundred thousand dollars that would have  
gone for bill posting has been side-tracked  
into other channels because of this one  
trouble.I heard a story the other day about a  
new pastor that had just been installed in  
a good and prosperous church. He  
preached his first sermon, and took occa-  
sion to roundly denounce gambling of all  
kinds, including stock gambling. At the  
close of the sermon one of the elders  
took him to one side and warned him that  
he must be careful not to touch upon  
stock gambling, for one of their most  
liberal members was a Board of Trade  
stock broker. Next Sunday the preacher  
exhorted against the sin of drunkenness,  
and at the close of the service another  
elder warned him that Brother So-and-So  
occasionally took a social glass too much,  
but the brother was a liberal giver and it  
was better that nothing be done to wound  
his feelings. This continued for some  
weeks, when finally the preacher called a  
meeting of the elders and asked them if  
there was any particular sin that he could  
preach against without treading upon the  
toes of some member of the congrega-  
tion. The elders considered the matter  
for some time, and one of them got up  
and said: "I'll tell you what you do:  
preach against Mormonism; give them  
thunder."Now, I am not preaching against Mor-  
monism; I don't believe a single reader  
of this publication is a Mormon. What  
I preach against are crying evils in the  
bill posting business, and if my remarks  
are read by any offenders I hope they  
will mend their ways. They may get hot  
in the collar for the time being, but I am  
not to blame for that.The shoe is intended for all whom it  
may fit.

W. C. TIRRILL.

But worse than all this, is the inability  
to get any kind of information as to when  
the posting is to begin. I send out orders  
with instructions to notify me promptly  
on the day the posting begins. A week  
later I write to know if the paper has  
been posted. I receive no reply. In the  
meantime the advertiser is anxiously  
waiting to know when the posting is to  
begin, so he can send salesmen to the  
town and push the sale of the goods. ButWhy? The posting has been done,  
and done well, as investigation proves.  
Then why is not the advertiser satisfied?Because advertising is intended as a  
means toward selling goods. Thetime to  
get the retailer to buy goods is when the  
advertising is being done. And no matter  
how well an article is advertised, if the  
retail trade has not got it in stock when  
called for the consumer will buy some-  
thing else in its stead, and probably





## DEFENSE D'AFFICHER.

ROBERT YOUNDE, BILL POSTER.

Under the above title the following article (condensed for THE BILLBOARD) appeared in *The Rialto* of October 2.

*The Rialto* is a weekly paper published in London, England. A cursory examination would indicate that it was a dirty, disreputable, blackmailing sheet, without any excuse for existence.

Robert Youde is an undischarged bankrupt. He is, therefore, as every right-minded investor will at once perceive, the very man to inaugurate and carry out a gigantic financial scheme, the figures of which are intended to run into some two millions of money. We always like to see a man get on, and by enterprise and hard work put away a competence for the comfort of his declining years; but we cannot help recognizing the fact that some men are anxious to make money too rapidly, and, for Mr. Youde's own good, we would ask him whether he is not at present laying himself open to the charge of belonging to that class.

Mr. Youde, then, appears to have been for some time past in league with a Mr. J. J. Bennell, who until recently, we believe, occupied the post of secretary to the Bill Posters' Association. In this position Mr. Bennell was able to amass a large amount of information as to the status of the numerous bill posting businesses throughout the country, and it is this knowledge which places him in a situation from which he is calculated to materially benefit both himself and the ambitious Youde. Mr. Bennell is also desirous of sudden wealth, and we have it on excellent authority that, unless he manages to pull this scheme through, a number of his creditors are likely to go unpaid. We are sorry for his creditors, but we must do what we can to nip in the bud their chances of receiving their deserts through the agency of the Robert Youde Bill Posting syndicate.

This syndicate is to have a capital of \$500,000, and its object is "to provide funds for the acquisition of existing bill posting businesses and the establishment of similar businesses in the United Kingdom, with a view to the transfer thereof to an intended company called 'Robert Youde, Ltd.'". In other words, the scheme is to acquire a monopoly of the bill posting of the country. That is, doubtless, a legitimate object enough, and might be worth the attention of investors if fattered by responsible people and carried out on reasonable, not to say equitable, lines. But Mr. Youde, in his capacity as "Governing Director," takes the entire management of the syndicate into his own hands, and it is laid down in the prospectus, which is being privately

circulated, that "all moneys that may be advanced by this syndicate will be under the control of Mr. Youde." Poor Mrs. Youde seems to be excluded from the plans.

Bill posters all over the country have been deluged during the past month with circulars from Mr. Youde, all setting forth in glowing terms the advantages to be derived by a sale of their business to him, and even hinting at dire results to those who do not see their way to fall in with his terms of purchase. In a circular dated September 1 he says: "I shall be glad to hear if you are willing to dispose of your business. It is important, if the matter is entertained, that you should decide at once, as all negotiations will cease on September 30, and after that date I shall not entertain the question of purchasing anybody."

On September 27 Mr. Youde announced, also by circular, that he was prepared to correspond with any firm having a genuine business to dispose of, and to enter into an agreement with the owner to give him an option to purchase such business on or before December 31, 1898. As one consideration for the granting of this option, he expressed his willingness not to start in opposition to the firm with whom the agreement might be made for a period of twenty-one years, so that should he fail to complete the purchase he could not enter into opposition. "Outside this option," he adds, "I will not be bound against starting at any place I think fit."

It will be seen that Mr. Youde is in principle an autocrat and a coercionist of the deepest dye. He is a man, too, we imagine, of much resourcefulness and of sanguine temperament, the latter being a quality which we are loth to dash. But we would, in all good humor, suggest to Mr. Youde and Mr. Bennell that they are playing it rather low down when they begin to frighten tradesmen into selling their businesses under threat of extinction, for this is clearly the meaning hidden away in the honeyed words of the circular. Translated into plain English, Mr. Youde's proposal is this: "Give me an option to buy your business or I, with gigantic resources behind me, will enter into competition with you and starve you out."

Under conditions of this sort nervous owners may easily be led into parting with their business at quite inadequate prices, but we would exhort them to take heart, for our own opinion is that Mr. Youde has overreached himself, and, in vulgar but expressive American parlance, has bitten off more than he can chew. We have numerous cards to play before we trump the final trick of Mr. Youde's little game, but we think that, on the whole, we will rest for the present.

We may have something to say also with regard to the fact of Mr. Youde having secured the entire printing business, together with the premises, works, plant and machinery of David Allen & Sons, Limited, the pictorial poster printers and designers, and with reference to the state of that firm's business during the past year.

He tells us that he will issue his prospectus to the public before long. We shall be pleased to see it and to compare it with that at present before us. And the great company is to come not later than February next. The mountain is indeed in labor, and we look with curiosity for the mouse.

We do not know how an article like the above will be received in England, but after reading it an American investor would simply remark: "They haven't been greased."

## CHICAGO.

## Gunning's Fence Not Liked.—How an Unbiased (?) Newspaper Views it.

Criticism has been heaped upon the treasury department of the United States by property holders and leaseholders across from the site of the new post office for permitting the erection of a rectangle of show signs that completely inclose the grounds. These stands, which are twelve feet in height, obstruct pedestrians by their position at the street line, and interfere with traffic in the four thoroughfares. The temporary structure, whose existence depends on the length of time consumed in completing the public buildings, is also said to detract considerably from the surrounding architecture by its ungainliness.

Secretary Gage's assistants are accused of hurrying the bids through with undue haste, and not making specifications to cover the building of a fence and the use it might be put to. Architect Cobb let the contracts according to law to the lowest bidder—McArthur Brothers Company. The company was instructed to go ahead with the work, a specification being made on the building of a fence that would keep spectators from interfering with the work of the men engaged on the grounds.

McArthur Brothers, with the opportunity of realizing on the stands, were able to take chances on the amount asked for the excavating. Just as soon as the contract was turned over to them, R. J. Gunning & Co. were instructed to put up the fence and use it for advertising. This same firm made use of the dismantled old buildings until no place was left by the destruction of the contractors for their stands. For the privilege of leasing spaces on the big fence, Gunning & Co. are said to have paid a considerable sum to McArthur Brothers Company.

In putting up the stands the show firm builds them so substantially that they are advertised to last five years, if that length of time should be consumed in building the postoffice. The displays are to be as varied as a vaudeville program. This is one of the objections which are raised against the "fence" by the Great Northern Hotel Company, the Union League club and Kinsley's. Patrons of the hos-

telry, members of the club and frequenters of the restaurants will be haunted by the continuous show of some corset advertisement or soap allurements.

As the stands do not exceed twelve feet in height, they are said not to violate the fire ordinance. Should a conflagration take place in the immediate neighborhood of the block, the fire department would be greatly hampered by the structure. Fire Marshall Swenie will investigate the system on the grounds that a fire within the square during the construction buildings of the could not be reached from the street. The tearing down of the stands in the emergency would consume valuable time, during which thousands of dollars worth of property might be consumed.

On all sides of the rectangle persons are compelled to walk in the street. In Adams street a temporary sidewalk two feet wide has been built, but this will not accommodate the crowds of people at any time during the day. Pedestrians in Jacksona boulevard are compelled to walk on the asphalt pavement at the risk of being run over by bicycles and other vehicles. In Dearborn and Clark streets the danger of being hurt is increased by the presence of the cars.

"That fence is extremely ungainly," said President Thomas B. Bryan of the Union League club. "A structure of some kind is needed, but I think that half that height would do."

W. S. Eden, of the Great Northern, has an objection to make against the progressiveness of the contractors in operating the trip hammers all night and disturbing the guests.

Manager Brown, of Kinsley's restaurant was loud and vehement in his complaints against the structure of show signs. He declared that they would so completely block the south side of the street that the business of the house would be interfered with.

Henry Ives Cobb, the architect, contended that McArthur Brothers Company could dispose of the space as they saw fit. He admitted that a fence had been stipulated for in the contract, but that its dimensions were not specified.

"McArthur Brothers' Company made the lowest bid for the work," said he, "and were according to law entitled to the work. The contractor who overlooked the opportunity to re-lease the fence when he bid for the contract made a big mistake. Here was an opportunity for the successful candidate to realize a little if he had not hoped to make any money out of the actual work on the ground."

Sixty spaces have been arranged for in the square fence. There are sixteen on both the Clark and Dearborn sides and fourteen on the others. While the government gave little chance for McArthur Brothers to realize on the excavating and other work, the contracting firm is said to have arranged for the greater part of the profits of Gunning. Spaces are secured at \$2 a running foot. This amounts to \$50 a month for the allotted squares of twenty-five feet. For a year the gross receipts will aggregate \$36,000 on the complete structure.—*Chicago Chronicle*.

Subscribes for THE BILLBOARD now in order to secure the beautiful Christmas edition at the regular rate.



## HOUSE-TO-HOUSE DISTRIBUTING.

BY JOSEPH REID.

(President of the International Association of Distributors.)

You frequently hear it said that distributing and circular advertising are of no good, and are an absolute waste of money. I believe this continued crying down of circular advertising has led many advertisers to believe this talk; in fact, I know it to be the case in my town. They refer to the papers and tell me they reach the people best through that medium; yet in this city within the last four months the newspapers have tacked up over 30,000 signs giving their facilities for advertising your goods. Yet the merchant so often fails to see the point, and goes on giving the newspaper man \$500 a page for his paper—one issue—that reaches only 30,000 or less of the city's population, when the same amount expended in distributing would give him six distributions of 60,000 circulars or packets, reaching also the other 30,000 families that never see the paper.

I will admit that much advertising matter is wasted, destroyed and otherwise lost. I know it; yet this is largely the fault of the advertiser. He is so often found hunting the cheap man, which always means the man that seldom puts the matter all out; if he does, he puts it out in the original bundles—under bridges and sidewalks, in sewers, and more frequently into the furnace of same power house, mill or elevator. With all this, the advertiser does not take as heavy or expensive a risk in securing honest service in the general distribution of his matter as he does in placing his advertising with the vast multitude of newspapers, of which more than half claim that they issue thousands of copies more than they really do.

I believe in newspaper advertising, and I believe in circular advertising, which is better, I know. The two should be used together to produce the best results. Instead of using a page at \$500 or more once a week, put in a small ad every day calling attention to your business; follow this with your circulars or booklets. The advertisement in the paper keeps it before the customer, and the booklet or circular comes along once in sixty days and tells just what you want to say to them—gives full particulars. Basing this talk on a town of 300,000, 60,000 booklets would reach every family; and there is no newspaper in the land that would have the gall to claim to reach over thirty per cent of the families. It would be necessary to get your ad in every paper in the city in order to reach every family—which would multiply many times the cost; while your circulars would go into

every family, and in two or more languages if desired. All newspapers are educators; they educate the advertiser for cash. Some of them are fakes, in that they have no circulation. Some of the papers in my city have a wide circulation at home, and are good advertising mediums; others have not too bona fide subscribers, yet they do thousands of dollars worth of advertising. There are also fake distributors here. They take work for whatever they can get, and put out a few "trade marks", send in their bill get their money, while the honest, actual distributor suffers the loss of the work and also for the character of the work. The advertiser is largely responsible for this; he is experienced and knows what the work is worth; yet he ships his goods to the man that bids the lowest.

The International Association of Distributors guarantee their work, and take the consequences. We are liable to get bad men—fakes; but we make good their contracts, and get clear of them at once. If you don't believe it, ask the Dr. Miles Medical Co., Elkhart, Ind.

Many concerns are in the habit of sending advertising matter to dealers to put out. This would help some, if the dealers would put it out, but they do not do it. There are car loads of it that go to the dump or up in flames, while the small boy gets to sow a little of it to the wind's while he meanders promiscuously around with a sack of it at 25 cents a day. This sort of advertising does not pay. Advertisers should secure a responsible distributor to put out their matter, and to create a demand for their goods. The dealers are better calculated to supply the demand. The International Association guarantee their work. If you doubt it, see the Lydia E. Pinkham Medical Co. We do not bind our members to any set rules, such as regulating their prices, but as long as we find that they do honest distributing, we advertise them—carry their names on the reverse side of our letter heads; in this way, their names reach every advertiser in the land many times each month. But just as soon as we find them betraying the confidence of our patrons we notify all and drop their names from our rolls.

In our work throughout the cities, we come across persons doing all kinds of distributing—some good, some bad—and we find agents direct from their home office betraying the confidence reposed in them. I made a contract with one of them last May, to do his work for \$1.75 per thousand. He went out and found another man for \$1. While the work was going on, my man found large bundles of the matter (beautiful little booklets) under sidewalks and in other out-of-the-way places. The agent was on the ground, but of course, didn't discover anything wrong. You've heard of things called a

"rake-off," haven't you? See? The same people have just completed the work again, and it is the same kind of a job. Cascarets and No-to-Bac booklets also are thrown away in this town twice a year. Dr. Greer of Chicago is doing some work here now. He would have saved money by burning it at home. It was a' solutely thrown away.

The I. A. of D. guarantee its work all over the land, but their prices seem too high for some people.

Honest service. Distributors of the I. A. of D. should keep these words in mind. Make it your golden rule to give honest service. When you put out advertising matter, do it as you would do it for yourself. Make every piece count; talk up the goods; do all you can to create a demand for them. Study advertising in all its forms; give it your attention and keep up with the times. Personally supervise the distribution, and see that every piece is properly landed. You can not guarantee honest service unless you give it yourself, and not charge too much nor work too cheap. If you should take a job too cheap, do not waste the matter, but take your medicine. You will know better next time. Bought education is the best. Honest service must be rendered in order to secure the business. The advertising matter placed in your hands costs much money, and every piece wasted is so much money lost to the advertiser, besides the loss to business, which can not be estimated. I have been working on the home people for distributing, but they have been treated so badly by distributors that it has been an uphill business. But I have succeeded in getting nine jobs, some of them as large as 40,000, making in all several hundred thousand; also 1000 signs tacked for the K. C. Journal Co. If you desire to place any advertising matter anywhere in the United States, and want to know that it will be done according to instructions, place it with the members of the I. A. of D. They guarantee their work. If you wish to be classed as a reliable distributor, join the I. A. of D. We wish to join with us all the reliable distributors in the land, and to this end let every member turn to Article xi, Section 1, of our by-laws, and read them. Act accordingly, and I am quite sure we will soon see our membership increase by platoons. Go to work, every one of you, and send the Secretary at least one application. Never neglect to answer a letter from a brother member; be prompt in all your correspondence. Cultivate the acquaintance of each other and the advertiser, for we are surely friends if we are true to our association. "In union there is strength." We are united, we are strong and we shall win. We are today recognized and patronized by nearly all the reliable and extensive advertisers in the land, and we want them all. They are coming our way. Boys, treat them right and, they will join us and stay with us, too. In the past six months I have added to my list of patrons eight of the largest advertisers in the United States. Join us and be happy.

The following firms have recently joined the International Association of Distributors, viz:

W. L. Robertson, Roanoke, Va.; Henry Barker, Greencastle, Tex.; G. W. Jackson, Wilmington, Del.; J. M. Hutton, Ashland, Ky.; Geo. M. Leonard, Grand Rapids, Mich.; C. D. Wright, Washington, D. C.; F. Altman & Son, Columbus, O.; F. C. Zehrung, Lincoln, Neb.; E. R. Endly, Manfield, O.; Geo. H. Spang, Lebanon, Pa.

Considering the rigid and severe examination that an applicant has to undergo to get into the International Association, its rapid growth is phenomenal.

Mr. H. T. Haves, the genial advertising agent of the Dr. Chase Co., of Philadelphia was a BILLBOARD caller October 27. W. C. Tirrill, of Lima, O., also dropped in October 26. Mr. Tirrill has an exceptionally able article in THE BILLBOARD, for October, which is well worth reading.

As a rule, all advertisers pay their bills promptly, and distributors lose very little money on this score. Now and then, however a dead beat does enter the field, and every distributor owes it to his fellow-distributors to warn them. Send us the facts and we will publish them. Notify W. H. Steinbrenner also, and the firm will be blacklisted.

## TIPS.

Erickson & Son, Charleston, Mass.  
Lydia E. Pinkham Medical Co., Lynn, Mass.  
Pond's Extract, 76 Fifth avenue, New York.  
Genesee Pure Food, Le Roy, N. Y.  
Howard Cereal, Akron, O.  
The Softene, Cleveland, O.  
Dundee Mills, Muscatine, Iowa.  
Electric Lustre Starch, 45 Commercial street, Boston, Mass.  
Trix Mfg. Co., Rochester, N. Y.  
True Remedy, Buffalo, N. Y.  
Dr. Chase, Philadelphia, Pa.  
Nichols & Co., Room 16, Rialto, Chicago, Ill.  
Doring & Co., 115 State street, Chicago, Ill.  
Paragon Tea, Cleveland, Ohio.  
G. E. Conkey, Cleveland, Ohio.  
Sterling Remedy, Indiana Mineral Springs, Ind.

## PATERSON.

As we stated in last month's issue, Gude & Fitch have bought out Hicks, in Paterson, and are making a big bid for business in that city. It has developed, however, that prior to their embarking in the business, Messrs O'Mealia and Pratt had bought out Fitzgerald, who held the franchise of the New Jersey State Association. Hence it will be seen that we have a fight between Gude on the one side and O'Mealia and Pratt on the other. And they are all members of the Executive Committee, too.

The many friends of Mr. Edward A. Stahlbrodt will sympathize with him in the loss of his mother, which occurred at Rochester, N. Y., October 22.

Ringling Bros. World's Greatest Shows will scatter joy among the eastern bill posters, next year. It is pretty generally conceded now that this attraction hangs more paper than any other circus on earth.



# THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.

Address all communications  
For the editorial or business departments to  
**THE BILLBOARD PUBLISHING CO.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

*Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter, addressed and made payable to The Bill board Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donalson Cipher Code.*

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

NOVEMBER 1st.

WITH this issue THE BILLBOARD enters upon the fourth year of its existence. It hardly seems possible that a twelve-month has rolled around since last we directed attention to the paper's birthday, but such is the case, so the calendar says. Time flies, especially when one is busy, and the year just past has been such a busy year—and such a happy year. It has been crowded with contention, which has several times culminated in good, healthy, hearty scraps. We have enjoyed them and our adversaries have, too—at least we hope so. At any rate, the paper has thriven, and continues to grow larger and stronger with each succeeding month. Our circulation is especially healthy. We can truthfully state that there is not a bill poster, distributor, fair manager or poster printer of any consequence in America but reads it regularly, and we are fast finding favor among sign painters, advertisers and advertising agents.

THIS, of course, is something to be thankful for, and as this is our Thanksgiving issue, we may be pardoned, perhaps, if we dwell at length upon other blessings which we have to be grateful for.

One of them is an increased advertising patronage. Another, better advertising rates. But, far and away, the most important of all is the appreciation, confidence and esteem of a large and ever growing constituency.

Among bill posters, in particular, is this noticeable. While it is due, in a large measure, to the fair and impartial manner in which we have meted out commendation and criticism, it is owing no less to the fact that the craft is beginning to realize that we are honest and entirely disinterested in all measures that we advocate. Of course, no paper wholly escapes disapproval. We have known

instances ourselves. But, after all, a paper that has no enemies scarce merits real friends.

MANY bill posters are awakening to the fact that the fight we are making for the open association is a long step in the right direction.

Several gentlemen who control large cities and were formerly arrayed against us on this issue, have conceded that ultimately we will achieve a victory. One of them recently said: "You're right on that question, and so are English bill posters. I don't believe you would ever have had an argument if you had led up to the issue gradually. The trouble was, you were a little ahead of the times, and you sprung it so abruptly that most of us were arrayed against you before we had time to think the matter over carefully. You will win in time, though, and when you do you will win a whole lot of friends."

We feel confident ourselves of victory. Of course, we do not expect it in the immediate future, but we are altogether confident of the final outcome. When such discerning, careful thinkers as R. C. Campbell, C. C. Donnelly, Col. Burr Robbins and Mr. Sam Pratt concede the soundness of our theories, we are sure the number of our supporters will increase rapidly.

We recently heard the issue put rather graphically by a well known advertising agent. Said he: "The advertiser is much like the proverbial horse that you can lead to water but you cannot make him drink."

"Bill posters," he continued, "can boycott, browbeat and bulldoze to their heart's content, but they cannot curb the dominant desire of the American business man to buy where he can buy the most for his money. All their attempts will result in failure, and worse than that they may give rise to opposition. For instance, a short time since J. Ballard Carroll had Albany to himself. He was a good fellow, affable, jovial and counted his friends by the score. He owned his town, and no one ever dreamed that any one would attempt to enter the lists against him. No one would have, either, but Ballie, loyal to the policy of the association, refused this contract, and that until McIntyre determined that he could make a good thing out of the work that Ballie refused, if he never got anything else. And now Ballie has got bitter, costly opposition on his hands which otherwise he would never have known."

THE whole scheme of the "close" association is fundamentally wrong, and under the special dispensation code it is worse than ever. Any member of the A.

B. P. A. who has opposition can now be relieved of all obligations to maintain prices, etc., while the members who enjoy immunity from opposition are expected to invite it by refusing work at the dictation of these members who are free to do as they like. When you look at the matter carefully, it is absurd on its face.

The open association would rectify these matters largely. We do not claim that it would do away with opposition entirely, but we do stoutly maintain that those cities that are now free from it would be ten times more secure under it than they are under the close organization. We go further, and affirm that in cities where opposition has already obtained a foothold it will eliminate it four out of five times, and in the fifth case it will turn opposition into competition, to the incalculable benefit of everybody concerned.

This it will do, too, within two years if given a trial.

## WHAT IS THE BEST SIZE FOR A POSTER?

BY SAM W. HOKE.

A great deal depends upon the point of view. I know many bill posters who preach one-sheets, or at least a part one-sheets, but there is a strong suspicion that one of their reasons for wanting one-sheets is to a certain extent due to the ease with which one-sheets are available for filling up all sorts and sizes and shapes of dead space.

I think that the one-sheet has its uses, but recently some advertisers have gone to the other extreme, and are striving to see how large a poster can be made. A 48-sheet (4x12) is, I believe, about as big as they have yet got; and I have been in numerous cities where these mammoth signs had to take a back seat around the corner because there was not sufficient room on the prominent boards to accommodate the size.

The 24 sheet is a good, convenient size, and can be got onto most any billboard, being only about twenty feet in length. A 24-sheet takes up just the same amount of space as three 8-sheets, and if the advertisers sends out 8-sheets he is very apt to find a large majority of them bunched into stands of at least 24-sheets, and frequently I have seen as many as six or eight or ten 8-sheets bunched together.

If there were any way under the sun to prevent bill posters from bunching 8-sheets I would be inclined to favor this size as among the most valuable, all things considered. The 8-sheet is large enough to hold an ordinary amount of reading matter, to be easily readable from across the street, and its economical size renders it possible for an advertiser to cover the entire town or city, and still have money left to spend in the next town.

Of course, the advertiser who has so much money that he needs not to count the cost, may take the 24-sheets, or the 32-sheets, and a dozen other sizes if he

likes; and there is no escaping the fact that a large sign is, to a certain extent, more impressive than a smaller one. At the same time, repetition is a strong point of advertising, and with the 8-sheet well scattered the reader is running against the same thing all over town, and is bound to take notice and remember.

Another good thing about the 8-sheet is the fact that it is nearly as easily fitted into dead space as the 1-sheet, and, therefore, is good for the bill poster, too.

## TOLEDO.

Mayor Jones will not approve the bill posting ordinance if council passes it. In giving out this decision he said he hoped "that council would not pass the ordinance."

On being pressed for his reasons, the mayor intimated that the purpose of the ordinance, in his mind, was to create a monopoly for the bill posters, who are pushing the ordinance, notwithstanding the fact that the price would be reduced by the ordinance.

"Bryan & Co. has snapped up all the desirable pieces of property in the city, and will have a practical monopoly of the business should the ordinance pass," said the mayor. "The other bill posters will, of course, have the same chance as this firm to compete for contracts, but any business man would give Bryan three times as much money for advertising his business than he would any other firm, simply because of the increased facilities offered by this company. It is not fair to the other bill posters. Of course they could secure bill boards if they saw fit, but they will find that all the best places have been leased by the other company."

"The best illustration of this spirit I have seen for some time was when a woman called on me the other day to obtain my influence for an ordinance raising the license fee of the drivers of baggage wagons in the city. She said there was not enough in business now to give all a decent living, and if a license fee of large proportion was placed on the business, it would drive some of them out. I asked her what they could do when their business had been taken away, but she could not answer. I then asked her if she wanted a few to live decently while the others starved indecently, and this side of the question had never entered her mind. That is the spirit that animates many of the ordinances, and it crops out in the bill posting ordinance."

Bellefontaine, O., is badly in need of a bill poster. Commercial paper sent there is returned by the present incumbent with the excuse that the theatre monopolizes all his space.

The \$1 delinquency of the Ohio Bill Posters' Association was for blank certificates. The amount was tendered at Atlantic City, but refused because the Secretary had no blank receipts with him. The amount was paid promptly as soon as it was brought to the attention of the Secretary of the State Association.

Geo. Knox, of Meadville, Pa., sends us catalogue of a recent poster exhibition held in Meadville. It is a marvel of lithographic excellence.

## The Selection of Colors in Sign Painting.

Contrast is the first and principal element that enters into the composition of any sign, although the philosophy of harmonious coloring in certain parts should not be ignored, for both are necessary in any work of color. Instead of calling it by the term of "harmonious contrast," we will call it "harmony in temperature," and "contrast in temperature," by using the primary blue as the cold color and yellow and red as the warm colors. There are only three primary colors. We think, in this wise, the theory of coloring can be best understood. Contrast is confined to light and shadow and the disposition of lines, and the proper balancing of contrasts is what gives the charm to painting, and not the chromatic scale, as some writers would have us believe. To avoid dullness and a hazy appearance, we must strive to obtain the opposite. If there is an error made, let it be on the bright and clear side. This rule will invariably hold good in sign painting. If the ground is of a warm tint, such as a yellow or red in any shade, there should be blues and purples in contrast, or some other of the cool tints; then we have a contrast of temperature, a most desirable characteristic of a sign, for by this method we give force to it. Force does not consist so much in strong or gay colors as it does in the proper balancing of contrasting tones. If the ground be of a cool hue, such as blue or any of its hues, reds and yellows are the contrasting tones. The three principal contrasts are blue opposite to orange, red to green and yellow to purple. By carrying out this principle, you will have an endless variety of contrasts. It is somewhat curious, but nevertheless a fact, that white letters in opposition to black will not attract the eye as quickly as a blue or an orange, a red or a green or a yellow or a purple. The fact is attributed to the following reason: A color and its opposite naturally increases as it approaches, but when once they mingle they neutralize each other. Take a blue and yellow, for instance; their admixture produces a green, which does not resemble either of the colors. Summarizing the foregoing statements gives this rule: Never place a color made from two primaries on either of the primaries. If you want a good contrast, always take a hue of the third color. When shadowing letters, I would caution you against using a darker or lighter shade of the letter or ground. It always results in a dull effect. The shadow is supposed to represent a certain modification of atmospheric effect, and will, with few exceptions, partake of a natural tone. The rule for determining what the color of this shadow should be is to take a block of wood and paint it all around with the color the letters are intended to be; set this on the sign so that a shadow will fall either to the right or left when the sun shines on it, and observe the tint of the shadow thus cast. You will observe a compound effect, partaking both of the color of the block and also of the ground. This may be successfully imitated by using a transparent color of the block, when placed over the ground it neutralizes and gives a natural effect.

As a general thing, you will find that reds require a shade of a purple or dull brown. In some cases, where the ground admits of it, almost black. In yellows of the umber shade, you will require a gradation of golden hues for the first shade, ranging down to nearly black.

Light pink on a white ground should be shadowed with a warm brown. For light grays and drab grays, shadow with rich brown; for greens, reddish brown shadow; white to flesh color, rich purple shadows. As a standard rule, warm shadows to cool, light colors, and cool shadows to colors of a warm tint. Avoid the use of greenish blues and greenish yellows, they always present a sickly appearance.

Now, if it be wished to tone the harshness of two contrasting tones without their losing any of their force by reason of the contrast, do so by placing a neutralizing color between them. Harmonizing colors consists of uniting a warm and cool color by the introduction of intermediate tones or half tints.



E. H. CARWITHEN.

On this page we present an excellent portrait of Mr. E. H. Carwithen, the gentlemanly and efficient bill poster of Charleston, W. Va. Mr. Carwithen owns all the boards in his city, and enjoys a monopoly of the commercial and circus bill posting. He embarked in the business February 15, 1882, and has built up a plant in the meantime that is equal to any in the state of West Virginia.

## NONE SO LEWD

AS A PROWLING PRUDE.

The Minneapolis Improvement League has determined to wage war upon the billboard posters, especially the pictures of girls and women smoking cigarettes. Mrs. H. F. Brown has been chosen president of the league and Prof. Maria Sanford vice-president. Mrs. F. H. Barnard will represent the league on the woman's council.

For the past two years *Profitable Advertising* has been published from No. 13 School street, Boston, Mass. On November 1 the office of publication was removed to the Niles Building, No. 27 School street, that city.

The Christmas BILLBOARD will be mailed to prominent advertisers all over the world.

# THE BILLBOARD

W. C. TIRRELL.

Mr. W. C. Tirrell, whose portrait this month adorns our first page, owns the bill boards of Lima, Ohio, and enjoys the confidence and esteem of a large and growing clientele of advertisers, both local and foreign. Although just turned thirty years of age, he has built up a business which many an older man might envy. Mr. Tirrell was born at Lima August 25, 1867. At the age of twelve years his father died, and at fourteen he left school and, much against his mother's wishes, accepted a position as property man and assistant bill poster of the opera house. He remained in the employ of the theater in various capacities until he attained his majority, when he accepted an engagement with the Rogers Comedy Co., season 1887-'88. The following season he went in advance of the Holden Comedy Co., and in 1891 put out his own company. He married Miss Clara B. Cuff, of Van Wert, Ohio, in 1892, and the same year started the business which has been so successful.

Mr. Tirrell deserves his prosperity.

## OUR VOTING CONTEST.

Private advices received from England warrant us in stating that the chances are very slim for a meeting of the association next summer. Mr. Youde has about got every plant of any consequence in the kingdom, and our correspondents think that this will put an end to the existence of the association.

Under the circumstances, it has seemed best for us to discontinue the contest, as there is little likelihood of a meeting.

## NEW YORK.

Herman Stiefel, representing the bill-posting firm of Van Beuren & Co., made an application, October 23, to Magistrate Kudlich, in the Yorkville Police Court, for the arrest of Robert Miller, Richard H. Derby and Frederick Culver, candidates on the Citizens' Union ticket for Councilmen in the Second Council District, on the charge of having caused their lithographs to be placed on a fence leased by Van Beuren & Co., without the consent of that firm.

The application was a sequel to the arrest on October 22, of two bill posters, Frank Hassard, of No. 310 West Twenty-sixth street, and Allen Juckes, of No. 601 Evergreen avenue, Brooklyn, under Section 643 of the Penal Code, which declares that no person shall place or cause to be placed on any fence, house wall or other structure, bills, pictures, advertisements or anything else without the consent of the owner or lessee. Section 644, following, states that those persons whose advertisements are thus placed are equally guilty with those placing them. The object in this case was a fence at Fifty-sixth street and Eighth avenue, for which Van Beuren & Co. pay \$1,200 a year, and the section provides that the placing of the lithographs on a fence is presumably evidence of guilt.

When the case of Hassard and Juckes was called, Samuel Hess, an employee of the bill-posting firm, testified to having seen the two men walk away from the fence at Fifty-sixth street and Eighth

avenue, with posters, brushes and paste. He had followed them for a time and had seen them paste other lithographs on a fence at Fifty-third street and Eighth avenue, and in a window of a vacant store. He had not, however, actually seen the men paste lithographs on the Fifty-sixth street fence. Mr. Stiefel asked the men if they had posted the bills on the Fifty-third street fence and in the windows, but their counsel, C. J. Pitcher, representing the Citizens' Union, objected to the question, and Magistrate Kudlich sustained the objection. He also said that he would have to discharge the men, as they had not actually been seen placing the posters on the Fifty-sixth street fence, and as they had denied having done so.

Mr. Stiefel's application for summonses for the three candidates, Miller, Derby and Culver, was granted, and Mr. Pitcher was instructed to have them appear in court on Tuesday.

There is some little opinion among politicians that the bill-posting firm of Van Beuren & Co. is not as intensely interested in the arrest of the candidates as it appeared. Some men mentioned politics as having something to do with the attempt to have more arrests.

Note the unholy glee with which the *Times* (all the news that's fit to print) recounts the following:

War on the advertising signs has been opened on Long Island, which has been hung, plastered, benailed, festooned, covered and bewildered with those evidences of misguided enterprise. Whenever a new liver pill has appeared on the market, Long Island has broken out in a bilious rash of green and yellow. Each original brand of cigarette has caused the territory to resemble a huge case of scarlatina, with flaring red and pink, and usually a unpolychromatic and partly denuded female grinning a ghastly grin above the wreck of color.

The homes and front fences of eminent prohibitionists have been blazed forth with whistles portrayed in many hues. Health resorts and summer homes have appeared suddenly eloquent with suggestions of malaria and malaria cures. The residences of people who ride and believe in one make of bicycle have been made to glorify other makes to the scandal of the occupants. The trees have been made to blossom with proclamations of the virtues of face powders, cures for the liquor habit, corsets and three-dollar trousers. Every man in New York who had a sign to nail up or paint came over and nailed or painted it somewhere on Long Island scenery.

Former County Superintendent Pearsall of Roslyn, L. I., caught a new man nailing a new and brilliant cigarette abomination on his barn. The advertising agents seem to have acquired the idea that Long Island was created for advertising purposes, and this one promptly resented the interference.

Mr. Pearsall secured a warrant and the invader, who was found up a pine tree carefully placing his hasheen dream so that it would best mar the effect of the autumn foliage, was pulled down and arrested.

He was much astonished and more infuriated, but when he was led to the village lock-up, he looked in it and began to beg for his life. Finally he compromised by paying \$5.00 costs and walking seven miles, attended by the constable, and pulling down all the signs that he had put up. He also acknowledged publicly and penitently that the pictures on his signs were not high art, and that his cigarettes were no better and would kill a man no quicker than any other cigarettes. Then he was led to the station and put on a New York train.

A general tearing down and effacement of unauthorized signs and posters has begun on Long Island, and the authorities are supporting the movement. There is good reason for believing that the shot for liberty from artistic desecrations and undesirable suggestions fired at Mr. Pearsall's barn will be echoed all over the island.



## Signs &amp; Sign Painters

Address all communications for this department to  
R. H. FORGRAVE, Pickerington, Ohio.

No kind of a bristle brush should be washed in lye water, such as sal soda and Babbet's potash. It makes but little difference how weak it is, it has a tendency to soften the bristle. Bristles placed in sal soda water will burn in a few days. Always keep brushes in oil or water. To prevent water from freezing put in some glycerine. When a tin or brass-bound brush begins to come loose, squeeze it together a little. When the hair in a brush becomes crooked, place it on a warm surface and stroke it with your hand until it becomes straight. Brushes should always be hung suspended in the liquid. Standing them on end is what makes the hair crooked. There never was, nor never will be, a brush made of camel's hair. The so-called camel's hair grows on a squirrel's tail.

The *Western Painter* says: To preserve paper signs in damp places, where a formation of mold takes place in the paper under the varnish, the following has been recommended: Paste the signs on with mucilage containing salicylic acid, allowing the solution—1 part gum, 3 parts water—to soak in or dry on the back of the sign, then apply more and fix the signs with it. The labeled vessels are warmed either in the oven or by pouring in warm water, so that the signs are really dry—not only air dry. In varnishing, breathing on the work should be avoided. The varnish should be applied only upon the completely dry signs. After a few days a thin varnish is still put on. These signs keep well and without spots. In this manner any decomposition is prevented as far as possible. The varnish should be applied well beyond the edges.

## TRADE NOTES.

New York varnishers, striking for \$3 per day, have won.

Several hundreds of painters' and decorators' unions were organized the past year. It is queer that sign painters never organized.

John Lees and George Smith were injured by falling from a scaffold in Chicago October 1. Both will recover.

Sid. Holmes, sign painter, killed October 4 at Newbury, Mich., by a falling scaffold. Two companions were also seriously injured.

The principal reason that linseed oil is so cheap, says an exchange, is because there are so many adulterants and substitutes on the market. Menhaden oil, made from a fish of that name and but little known to the painting trade, is one of the chief adulterants. The market price of the same is about 50 per cent. less than linseed oil. Other varieties of fish oil, whale, cod or seal oils are used in conjunction with a comparatively small quantity of linseed oil, the smell and color, especially with regard to whale oil, being preferable to that of Menhaden.

## Answers to Correspondents.

Wm. D.—The *Painters' Magazine* says: There are a number of methods practiced in laying gold leaf. Some workmen prefer one method and some another. The cushion and tip method to which you refer has been practically suspended for a number of years. The turpentine method, employed at one time somewhat extensively in the ornamenting of furniture, consists in cutting the book at the binding. Then with a small sponge wet with turpentine moisten quite profusely the back of the paper as it lies on the cut book. The volatile liquid goes through the paper, causing the leaf to adhere. The turpentine evaporates very quickly, hence it becomes necessary to use the sheets of leaf immediately following their preparation.

Again, the books of gold leaf are cut into strips a trifle wider than the stripe to be gilded. Many old-time painters are firmly welded to the belief that cutting and using the leaf from the strips is the most economical way of handling it.

Still another method is to cut the book at the binding, and then pick up the top leaf or cover, lay it on a smooth piece of board and rub it carefully with a small cake of beeswax. This waxed side of the paper is then laid upon the gold and smoothed out nicely. The gold sticks so tenaciously to the paper that it can now fairly be handled with impunity. Each page of leaf, or rather, as many pages as are needed for the work in hand are treated in this way. The pages of leaf are next cut into strips to correspond to the width of the stripe, after which the strips can be rapidly applied to the work.

Among first-class gilders, however, the above methods do not find favor at the present time. They are accounted too slow. Laying leaf directly from the book is now generally practiced, especially by those having much gilding to do. It requires a little practice to acquire proficiency in laying leaf from the book direct, but from experience in a shop where a change from the old way of laying leaf to the comparatively recent one here advised was recently made, and the writer cheerfully subscribes to the economical virtues of the laying-from-the-book method. Formerly it was the practice in railroad car shops, where a great amount of leafing was annually done, to cut the leaf and apply in strips. In such establishments it is now almost the universal practice to apply the leaf direct from the book. Why was the change inaugurated? Because there was money to be saved thereby. For this reason our correspondent is counseled to begin laying his leaf from the book. Hold the book flat in the left hand. Turn over the top leaf a bit wider than the stripe, making a clean, smooth fold, holding the overlapped paper down on one side with the left thumb, the right one performing the same office at the other extremity of the fold. The fingers afford support to the under side of the book, as it is carried to the surface. The whole operation occupies but a jiffy of time, and is totally free from the fussy maneuvers associated with the wax, turpentine or strip clearing methods.

J. P. H.—See the answer to your query in the June issue of *BILLBOARD*.

## OUT-DOOR ADVERTISING IN ENGLAND.

BY JOHN C. GRAHAM.

Although we, as a nation, are far and away ahead of all other countries in the matter of newspaper and magazine advertising, although our ideas and methods of publicity are bolder and more original than those of any other people, we can not deny the fact that when it comes to out-door advertising the "old country" easily takes the lead. Every known form of out-door advertising that is practiced here is in vogue across the water, but very many mediums of publicity are used in Europe that are not indulged in here. Every available inch of space on the walls of the big railroad terminals in London is crowded with display signs and posters, advertising all manner of goods, and in smaller wayside stations it is often impossible to pick out the usual sign, bearing the name of the place, from a host of similar boards announcing "Keen's Mustard," "Colman's Starch," "Reckitt's Blue," "Pears' Soap," "Bovril," "Electropeise," "Cadbury's Cocoa," and a thousand other articles bidding for publicity. Just imagine the whole of the interior of the Grand Central depot covered with painted and glass signs advertising almost every known product of this country, and you have an idea of what a great London terminus looks like.

English advertisers not only invade all street cars and omnibuses, but use all the outside space on such vehicles to such an extent as to puzzle a stranger as to where the car is going. The destination is always painted on the side of tram cars and omnibuses, but a countryman could not tell whether the conveyance was going to Battersea or "Beecham's Pills," to Bayswater or to "Herboline." It must be trying to the out-of-town visitor to wait on a crowded corner for a bus going to Brixton, and see a string of them passing, on which he can read, in bold letters, "Yorkshire Relish," "Hovis Bread," "Brooke's Soap," "Provost Oats," etc., but no decipherable mention of where the car would take him to. All London street cars are double deckers—you can ride on the roof and smoke if you wish to, and all the "risers" of the winding staircases are used for advertising purposes, just as the "risers" of the "L" road stairs are in New York City.

In fact, every large public vehicle in London is an advertising wagon, and the outside show is much better than the inside spaces, for the reason that there are always more people in the street than in the car, and so the "circulation" is greater. Of course, the cars going through the most populous districts are most sought after, and the revenue accruing from the renting of such advertising space must be quite an item annually.

The theaters are the best patrons of the big spaces on the tram cars and omnibuses. The roof seats are railed all round, and a board about two feet high, and running the full length of the car—perhaps from 12 to 20 feet—is firmly fastened to this railing, doing the double duty of protecting passengers' legs from wind and weather and at the same time bearing a bold ad, which everybody on the sidewalk sees.

English advertisers do not use large fence signs in the rural districts adjoining railroads as we do, but every station of any importance on all lines is literally covered with every kind of advertising signs. This shows that our English cousins believe rather in concentrating than in scattering their advertising efforts. Wherever crowds congregate, there you will find a multitude of signs and posters. Where crowds are not likely to be, you will look in vain for attempts at publicity.

The river steamboats also add to their revenue by letting out advertising spaces, on which signs are hung or painted; and, in fact, whichever way you turn in the British metropolis you are confronted with the fact that out-door display advertising is much more liberally indulged in there than in our own cities.—*Printers' Ink*.

## PARETIC ADVERTISING.

The sign painter has done everything in his power to deface every bit of landscape, and, longing for future worlds to conquer, wonders how he could make the moon, Mars or the sun a subject for his vandalism. "Hute," the personal friend of many newspaper men, is said to have moments of frenzy because he cannot apply a paint brush to a comet.

Sign painters are all right under certain restrictions, and their efforts at advertising have grown so grotesque in their hideousness that many are willing to forgive them because of the fun of the very absurdity of their undertakings.

Advertising is a vast field, challenging the ambition of every sort of genius, the poet, the painter, the artist, contributing to the work of celebrity through publicity.

Unfortunately, in the race for popularity in ad writing there are those who shut their eyes to decency, and are apt to pitch headforemost into the stone wall of disapproval or dive inadvertently into the ditch of disgrace.

George P. Rowell was the first of the leaders to take the dirty road with the idea that it was the shortest. Everyone knows, and all decent men have acknowledged, that a recent advertisement of his in the *New York Sun* was the most indecent that has appeared in many years. The surprise and stench were only aggravated by the fact that the *Sun* has been inclined to be spotless in its advertising columns.

The next to go astray was the clever advertiser of a celebrated soap, who pictured two little children on their knees saying the Lord's Prayer and asking for their daily soap, instead of their daily bread. This irreverent advertisement defeats the purpose of creating popularity. Perhaps it will be regarded as wonderfully clever by those who have forgotten that they were taught to pray at their mother's knees. It does not pay to offend the public.

There are many fools on earth, and it is too bad that so many imagine themselves clever, who are either unclean or reckless in offending public sentiment.—*Fourth Estate*.

The Christmas issue of *BILLBOARD* will consist of 15,000 copies, covering the entire English speaking world.

## Fair Department.

## The Only Fair in Georgia This Year.

The first annual fair of the Waycross Fair Association, to be held at Waycross, Ga., November 2 to 6, inclusive, gives promise of being a success from every point of view. It is the purpose of the promoters of the affair to have all of the standard departments common to such occasions, and to fill them with exhibits illustrating the progress of the country at large, and of South Georgia especially. A number of interesting races, both horses and wheel, will be arranged. Knowing the pluck and enterprise of the Waycross people, we have no hesitancy in predicting for the fair a week of prosperity, and for those who attend it a week of enjoyment.

## HURRAH!

For Oneonta—Now Let Others Follow Suit.

We clip the following from the *Republican* of Cooperstown, N. Y., viz:

The dates for the Oneonta fair for 1898 have already been fixed; they are September 12 to 15.

## RIVAL BILL POSTERS.

How the Mercer County Fair Boomers Do Business.

Considerable feeling has been caused by a piece of work on the part of the Stoneboro fair bill poster. When the Stoneboro bill poster was out with the bill wagon billing his fair, he was seen to paste dates over the Mercer fair dates, and not only cover over the Mercer dates, but receive the benefit of their advertising matter.—*Pittsburg Leader*.

Indications point to a lively fight between the two factions among the Chinese colony in Chicago over the concessions at the Transmississippi and International Exposition to be held at Omaha next year.

Some weeks ago Wong Chin Foo, editor of the *Chicago Chinese News* and president of the Chinese Equal Rights League of this country, was appointed Chinese commissioner of the Omaha Exposition, and has in his possession a certificate to that effect, properly signed by the president and secretary of the exposition. Wong Chin Foo represents the best element of the Chinese in Chicago, and works as a missionary among his people for their elevation. Notice of his appointment as commissioner has been duly certified to Secretary Gage at Washington, and he has been in communication with the secretary for some time with a view of securing a permit from the government to import about 300 of his countrymen, representing all branches of manufacture and of the skilled arts in China. He wants to show the American people that the Chinamen are practical and capable of development and greatness in all kinds of skilled labor. He has seen how unscrupulous countrymen of his in this country have been in years past importing Chinese, men and women, to the World's Fair, Atlanta Exposition

and Nashville Exposition for the purpose of making money by selling them as slaves. He has not been unmindful of the dishonesty practiced by these alleged leaders on their ignorant countrymen and their manner of smuggling them into the United States in violation of the laws of the country.

Wong Chin Foo says these methods have served to accentuate the prejudice of the American people against his people. He wants it stopped, and says he will put an end to it. As commissioner of China at the Omaha Exposition he will have entire control of the Chinese exhibit, which will be known as the North China Trading Company. It will be composed of the representative Chinamen of many branches of skilled labor and arts, and will be a permanent organization after the exposition, with headquarters either in Chicago or Omaha.

Since Wong Chin Foo's appointment as commissioner, Hip Lung, Hong Sing, Lem Lett and others in Chicago have secured a concession from the Omaha exposition for a Chinese theater, farm, bazaar and joss-house on the Midway to be. This, however, has been conditioned on their ability to import about 500 of their people. In order to secure the necessary permit from the government authorities at Washington, Hip Lung, Hong Sing and Lem Lett have been there in person to see Secretary Gage. Messrs. Sing and Lett are now in Washington. Hip Lung has returned, but declined to say anything about the matter, since it had not been definitely settled. These men are representatives among their faction of Chinamen here, and have a strong backing to assist them in carrying out their plans.

There is a strong belief at Washington that the Chinese exhibits at these expositions are made for the sole purpose of smuggling in Chinese who could never enter this country under other circumstances. It is also suspected very strongly that the Chinese pay high prices to the concessionaries for the privilege of joining the Chinese exhibits. It is also believed that not a few of the Chinese, and especially the women, brought over here for such purposes are sold for from \$300 to \$500 each, the women bringing the largest amount. It is known that of the several hundred Chinese who were brought over to the Nashville exposition only about fifty are now there, the others having gone elsewhere in the states to engage in the laundry business. It is a fact, however, that many of those who were brought over to the World's Fair and Atlanta exposition were returned, in most cases, however, because they would not star.

Wong Chin Foo is opposed to Hip Lung company's method, and the fight will be carried on between them with vigor.

## South Carolina.

If the consent of the Board of Trustees of Clemson college can be obtained an exhibition of dairying and cheese making will be given by the students at the State fair this fall. The whole process, from milking the cows to separating the cream from the milk, and finally to converting it into cheese, will be gone through with. Secretary Holloway, who is trying to secure this feature for the fair, writes:

"The acting president and the agriculturist of the college give every encouragement that the college and experimental station will be better represented than ever at the fair."

McMinnville, Ore., Oct. 25, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.  
Dear Sir—Since our September report we are still posting for about the same firms, with two new customers. This is good evidence that we give satisfaction to advertisers.  
Our October list of bill posting includes Liggett & Myers Tobacco Co., 8-sheet stands; Drummond Tobacco Co., 6 10-sheet stands; American Tobacco Co., 8 8-sheet stands; and 1-sheets; Bee-men's Pepsin Gum, 8 8-sheets, Aunt Jemima's Pancake Flour, 8-sheet stands; Blackwell's Bull Durham Tobacco Co., 6 8-sheets and 15 2-sheet stands distributed for Dr. Miles' Medicine Co. This is the fourth order this year from them. Population of city, 3,000; county, 18,000.  
From the posting of the Aunt Jemima Pancake Flour, the grocery dealers say that it has increased the demand for the Aunt Jemima Pancake Flour.  
Thanking you for favors, we remain  
Yours truly,  
G. F. BANGASSER & Co.  
Bill Posters and Distributors.

Grand Forks, N. D., Oct. 21, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We were steadily losing money at the published association rates, the expenses of building and maintaining boards being greatly in excess of the receipts. Even figuring that the boards were full all the time at three cents, that would give us only 36 cents per annum, or \$36 revenue for a 100-sheet board. If the boards would last forever this amount might pay the bill poster for his work, but would leave a mighty small margin for license, brushes, paste, interest on the money invested in boards, to say nothing of the amount we have to pay for ground rent. So we concluded rather than do work at three cents or four cents and lose money, or to do poor work, with half or all the paper on inside of city sewers, that the advertiser would prefer to pay a fair price and get just what he pays for.

We are doing some work for a cigar firm in your city at the rate of 9 cents, and all new contracts will pay the same. There are a few old contracts out at less than the new rates, and, of course, we will have to fill them, but they were made before we cut all our teeth. Ringling Bros. paid us 15 cents per foot for what boards they used last spring owned by us. They used some of the opera house boards, but I don't remember what they paid for them.

We are going to try and make this rate stick. Our boards may stand idle for awhile, but we think we can keep most of them filled with one week stuff at 3 cents per week, to keep the wheels turning at least for a while.

Very respectfully,

A. W. DENNIS.

[We will watch the above experiment with interest. Something has got to be done in the small towns to enable them to give better service. Nine cents looks like a prohibitively exorbitant price, but if results justify, our experience teaches us that advertisers will pay it without a murmur.—EDITOR.]

Dayton, O., Oct. 29, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

We distributed 12,000 pamphlets for the Dr. David Kennedy Corporation of Roundout, N. Y., 17,000 books for the Dr. Chase Co., of Philadelphia. Expect work from Dr. Kilmer & Co. soon.

The following firms advertised here lately, and all matter was thrown in yards: The Lydia E. Pinkham Co., Dr. Miles, Merrill-Soule Co., Gold Dust Washing Powder, Dr. Miles and Lydia E. Pinkham matter was put out after dark in my neighborhood.

There is an ordinance prohibiting the distributing of samples of medicine in this city. Distributors have been too careless in handing out samples, and some serious results have been narrowly averted.

Yours truly,

MONTGOMERY ADV. CO.

October 27, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I suppose you are aware that we have been expelled from the A. B. P. A. Well, it is not because we are unable to pay our dues. On the contrary, it is entirely due to a determination on our part not to contribute to the support of the organization as long as it is run solely in the interest of the clique now in control. If it is ever operated for the benefit of the members again we will go in once more. Until then we are out and intend to stay out.

Yours truly,

[As the above letter was not sent us for publication, we withhold the writer's name. It is only one of the many received by us, all expressing the most unqualified disapprobation.—EDITOR.]

McMinnville, Ore., Oct. 25, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Since our September report we are still posting for about the same firms, with two new customers. This is good evidence that we give satisfaction to advertisers.

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From the posting of the Aunt Jemima Pancake Flour, the grocery dealers say that it has increased the demand for the Aunt Jemima Pancake Flour.

Thanking you for favors, we remain  
Yours truly,  
G. F. BANGASSER & Co.  
Bill Posters and Distributors.

October 23, 1897.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I am surprised to know that they turned down my friend, Sam Hoke. I am very sorry to hear about it. We need all the friends we possibly can have, and if certain people in the East are going to handle or run the association for their own personal benefit, I think it is time to call them down. I think the same as other bill posters with whom I have been corresponding, that no solicitor whatever should be on the Executive Committee, that it should be composed of bill posters only, who make a business of bill posting and not soliciting.

I also know of the Memphis affair and one or two others, of which, of course, you know yourself.

Now I, for one, will take work from anyone who sends it. We are here for business, and not to cater to the very few and leave the majority go. I did not think the committee would do as they have done, and as all bill posters of the country well know that the more solicitors there are, providing they are reliable and good business men, of course, the more business the bill poster will get. We, ourselves, keep three solicitors constantly. Now, if we can afford to support and pay three solicitors, surely the Associated Bill Posters of the United States could afford to support thirty. We have one man who works on nothing but painted contracts, another on bill posting, and still another general solicitor for tacking and distributing.

Look at the International Distributors' Association, the good work they are doing. Of course, I believe when a person is not all right, or is dishonest and does not live up to the contracts he makes, drop him, and the quicker you drop him the better off you are.

I remain yours,

Kansas City, Mo., Oct. 25, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I have been a reader of your very valuable magazine for the last few months, and I find it of great benefit as well as a source of pleasure. I very much enjoy the letters from the distributors, many of them somewhat original, but all instructive and encouraging. Not many years since there was no such business as distributing service. If there was any distributing to be done, the merchant sent out after some blind man, some lame or otherwise disabled charity-deserving person to do it. To-day the distributor must be a wide-awake, live, active business man, able to defend his calling and to advocate the business in which he is engaged. With your permission, and if space can be spared, I will, in compliance with the request of some of my associates in the distributing business, relate some of my experiences and observations in the last six months.

Respectfully yours,

JOSEPH REID.

[The article referred to in the above letter appears in another column.—EDITOR.]



## LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

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### ALABAMA.

Anniston Calhoun county Fair Nov 9 to 12

### GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville Dr Sam Hays sec  
Waycross Waycross Fair Assn Nov 2 to 6 W W Sharp sec

### MISSISSIPPI.

Natchez Natchez Fair Assn Nov 15 to 20  
Vicksburg West Mississippi Agr society Nov 8 to 13 J A Conway sec

### MONTANA.

Dillon Dillon Fair and Racing Assn

### NEW MEXICO.

Raton Northern New Mexico Fair Assn

### NEW YORK.

New York City American Institute Fair Sept 20 to Nov 4 Madison Square Garden Mr Chasseaud genl manager

### NORTH CAROLINA.

Fayetteville Cumberland county agr assn Nov 10 to 12 G W Lawrence sec  
Winston Tobacco Fair Nov 4 to 6

### PENNSYLVANIA.

Philadelphia Penn Horticultural society Nov 9 to 13 David Rust sec

### SOUTH CAROLINA.

Columbia South Carolina A and M Fair Nov 8 to 12  
Cheraw Cheraw Agr Fair Nov 22 to 26 R C Watts pres T S Gregory sec

### TEXAS.

Beaumont Bell county fair Assn Nov — Ben D Lee pres L K Tarver sec  
Houston Fruit Flower and Vegetable Festival Dec 6 to 10  
New Braunfels Comal county fair Assn Oct or Nov H Landa pres F Simon sec  
Victoria Southwest Texas fair Nov 2 to 5 L D Hea on pres L N Hofer sec

## Poultry Shows.

Ansonia Conn Ansonia P and P Assn Jan 26 to 28 G A Hill sec  
Ashley (4) Ashley P and P Assn Nov 22 to 26 H A Bridge j R C Sipe sec  
Asheville N C Jan 4 to 7 1898 F E Hege sec Raleigh N S  
Amesbury Mass Amesbury Poultry and Pet Stock Assn Nov 20 to Dec 3 M H Sands sec  
Ashtand O Ashtand Co P Assn Dec 22 to 25 H A Mykranitz sec  
Anubra Neb Nemaha Valley P Assn Nov 30 to Dec 3 Rhodes J L A Riphes sec  
Bloomington Ill Bloomington P Assn Dec 14 to 18 B N Pierce J J D Shipley corsec Normal Ill  
Bluffton O Consolidated P Assn Feb 1 to 5 H A Bridge J D J Kohli sec  
Boston Mass Jan 17 to 21 A R Sharp supt Taunton Mass  
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburg N Y  
Canton O Canton P Assn Jan 4 to 7 F H Shellabarger J W Friedman sec  
Cedar Rapids Ia Linn O P Assn Jan 10 to 15 B N Pierce J Chas H Player sec  
Charlotte N C Charlotte Poul Assn Jan 12 to 15 W M Barringer sec  
Chicago Ill National Fanciers' Assn Jan 24 to 29 Chas S Weaver sec 100 Washington street  
Cleveland O Northern O and P Assn Dec 6 to 12 F R Hunt sec  
Clinton Mo S W Mo P Assn Dec 14 to 17 W H Talbert sec  
Coulterville Ill Egyptian P Assn Dec 14 to 16 Samuel Eyre sec  
Dallas Tex Dallas P and P Assn Dec 7 to 11 H M Skelton sec  
Davenport Ia Eastern Iowa A and P Assn Jan 17 to 20 T B Voss sec  
Danbury Conn Danbury and Bethel P Assn Dec 8 to 11 F Bowman sec  
Detroit Mich Michigan State P and P Assn Jan 10 to 18 F W McKenzie sec Concord Mich  
Dixon Ill Rock River Valley Poultr Assn Dec 14 to 18 Shellabarger J F W Fargo sec  
Elmira N Y Dec 6 to 11 E W Andrews sec  
Erie Pa Northwestern O and P Assn Dec 25 to Jan 1 A E Blethan sec  
Fall River Mass Dec 1 to 4 H S Winslow sec  
Fayetteville Ark Jan 20 to 24 John C Snyder judge J W Butler sec  
Fitchburg Mass Fitchburg P and P Assn Dec 28 to 31 J D Brown sec  
Geneseo Ill Geneseo Poultry Show Jan 3 to 7 W S Russell J Wm G Warnock sec  
Glascow Kan Cloud Co Poul Assn Dec 27 to 29 M E Potts sec

Gloucester Mass Cape Ann Poul Assn Jan 11 to 15 F H Abbott sec  
Grand Ridge Ill Grand Ridge Poul Assn Dec 28 to 31 L W Robinson sec  
Guthrie Okla Oklahoma State Show Assn Jan 3 to 6 H B Savage j L F Lavery sec  
Hackensack N J Hackensack Bantam Show Dec 8 to 10 John A Gamewell sec  
Hartford Conn Jan 10 to 15 Geo P Merritt sec P O box 789  
Haverhill Mass Merrinack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec  
Henry Ill Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce judge A G Humphrey sec  
Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Postage sec  
Independence Mo Jackson Co P Assn Nov 25 to 27 Theo Hewes j Wm Bostan Sec  
Johnstown N Y Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H J Quilhot sec  
Kalamazoo Mich S W Mich P Assn Dec 28 to 31 H A Bridge j C W King sec  
Kansas City Mo Mid-Continental P Assn Dec 23 to 26 F M Slutz sec  
Kirkville Mo North Mo P and P Assn Nov 15 to 17 B M Durham sec La Plata Mo  
Lanark Ill N W Ill Poul Assn Jan 3 to 8 G W Swann sec  
Lansing Mich Central Mich P Assn Dec 20 to 25 H A Bridge j Chas A Crane sec  
Leavenworth Kas Nov 24 to 26 T W Southard j R C Short sec  
Lebanon Mo Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock j Geo H Hindes sec  
Lenox Mass Berkshire Co P and P Assn Jan 12 to 13 L H Peters sec  
Lincoln Ill Logan Co P and P Assn Dec 21 to 24 A B Shaner j F A Hickman sec  
Lisbon O Beaver Falls Poul Assn Jan 25 to 28 Seth P Scott sec  
Little Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage j W H Westbrook sec Pine Bluff Ark  
Logansport Ind North Central Ind P and P Assn Jan 10 to 25 S D Brandt sec  
Los Angeles Cal Los Angeles Poultry Assn Jan 10 to 16 Henry W Krueberg sec  
Louisville Ky Kentucky State P Assn Jan 10 to 15 H A Bridge j Y Bicknell JJ J R Mount sec  
Lagrange Ky  
Mansfield O Mansfield P and P Assn Dec 29 to Jan 1 C W Ritz sec  
Miami Mass Miami P Assn Dec 1 to 6 H A Bridge j Oliver L Dosh sec  
Milford N H Milford P and P Assn Assn Dec 12 to 17 W H Pryne sec  
Moline Ill Western Ill P and P Assn Nov 23 to 27 Chas F Kammerer sec Rock Island Ill  
Mt Airy Iowa Ringgold Co P Assn Nov 24 to 26 W S Russell j W E Barleigh sec  
Nashville Tenn Tennessee Poultry Pigeon and Pet Stock Assn Jan 11 to 15 J M Honkiss sec  
New Haven Conn New Haven Poultry Assn Dec 29 to 31 Jan 1 '98 N D Forbes sec Montowese Conn  
New London Conn Eastern Connecticut P Assn Dec 15 to 18 Chas B Smith acting sec  
Northville Mich Northville Fancy Poul Assn Dec 5 to 11 A D Brooks sec  
North Adams Mass Hoosac Valley P and P Assn Dec 1 to 4 A G Nichols cor sec  
Oakland Cal Pacific Poultry and Pigeon Assn Dec 9 to 14 1897 Frank Seod sec San Francisco  
Oneonta N Y Oneonta P and P Assn Nov 30 to Dec 3 Arthur J Relyea cor sec  
Ottawa Kan Franklin Co P Assn Dec 30 to Jan 4 John C Snyder j Mrs D F Heiser sec  
Ottumwa Ia Des Moines Valley Poul Assn Dec 17 to 21 C W Wiley sec  
Owensboro Ky Owensboro Poul Show Dec 26 to 29 Jan 1 Hugh A Gilbert sec  
Oxford O Oxford Poultry Assn Nov 23 to 26 Henry D Gath sec  
Palmyra Ill Palmyra H Club Dec 21 to 24 F W Hitchcock j S A Rigg sec  
Paula Ill Peoria P and P Assn Dec 8 to 12 J W Wale j E E Johnson sec  
Parsons Kas Parsons and E P Assn Dec 7 to 10 B N Pierce j J R Alexander sec  
Peabody Mass Essex County Poul Assn Jan 5 to 8  
Peoria Ill Peoria Feathered Stock Assn Jan 4 to 8 Dr J Ogleshev Gable sec Peoria Ill  
Peoria Ill Peoria P and P Assn Jan 4 to 8 Geo O Brown j T A Godel sec  
Pittsburgh Pa Pittsburgh Fanciers Club Jan 10 to 15 W F Barclay sec 1520 Fifth ave  
Princeton Ill Central Illinois P Assn Dec 20 to 25 C Best sec  
Prophetstown Ill Rock River P Assn Dec 7 to 11 W W Moyer sec  
Providence R I Rhode Island P Assn Dec 8 to 11 H S Babcock sec  
Riverside Cal Riverside County Poultry Assn Dec 9 to 11 1897 V Tresslar sec Riverside  
Rochester N Y Rochester P P and P Assn Jan 10 to 15 John J Beveridge sec 58 Lowell street  
Rochester N Y Rochester Fanciers Club Dec 20 to 22 J F Tallinger sec  
Rockford Ill Northern Illinois P Assn Jan 10 to 15 McClave j J H Simmons sec  
Sacramento Cal California State Poultry and Kennel Assn Dec 1 to 3 1897 Matt Coffey sec  
Sandyhook O Associated Fanciers Assn Dec 21 to 24 E C Rogers sec  
San Jose Cal Santa Clara Valley Poultry and Kennel Club Nov 22 to 27 1897 C R Haiker sec  
Santa Ana Cal Orange County Poultry Assn Dec 1897 Mrs Flora Macadden sec Santa Ana  
Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes j  
Seneca Falls N Y Seneca Poultry and Pigeon Assn Nov 29 to Dec 2 Fred Howell sec  
Seymour Conn Seymour P and P Assn Dec 22 to 25 H D Hendrick sec Shelton Conn  
Shelby N C Dec 7 to 10 F J Marshall and F R Spearburg S C Piedmont Poul Assn Dec 15 to 19 Geo H Northrup and F I Marshall judges  
Springfield O Springfield Fanciers Assn Dec 28 to Jan 1 Chas McClave j W H Holmes sec

St Louis Mo St Louis Fanciers' Assn Dec 13 to 18 J H Ahrens sec Butterfield and Bridge J Sturgis Mich Sturgis P and P Assn Dec 20 to 25 St Johnsbury Vt Vermont P and P Assn Jan 25 to 28 F M Ranney sec  
Tacoma Wash Tacoma P Assn Dec 26 to 31 Stephen Holbrook sec  
Titusville Pa The Titusville Poultry Assn Dec 14 to 17 C M Hayes sec  
Topeka Kas Western Pigeon Club Dec 14 to 21 F M Gilbert j M H Hankl sec  
Toronto Canada Toronto P and P Assn Dec 16 to 20 R Durston sec 42 Austin ave  
Troy N Y Hudson Valley P and P Assn Dec 10 to 15 Warren T Lord sec  
Waco Tex Texas State Poultry Assn Dec 28 to 31 Felch Owen and Savage judges R A Caruthers sec  
Waco Tex H P Savage and A P Miller judges Nov 10 to 12 S K Litrecker sec  
Ware Mass Ware P and P Assn Jan 5 to 7 W H Rivers sec  
Washington C H O Southern O P Assn Jan 11 to 15 W R Dalbey sec  
West Chester Pa West Chester P and P Assn Dec 15 to 18 G O Brown and A E Warner judges F D Reid sec  
Wichita Kan Associated Fanciers of the Arkansas Valley Dec 8 to 11 Theo Hewes j R Dutton sec  
Wilkesbarre Pa Wilkesbarre P and P Assn Dec 27 to Jan 1 E S Kirkhuft sec  
Winslow Ill  
Xenia O S W Ohio Poul Assn Jan 19 to 24 A G Spahr sec

## CONVENTIONS.

Fairs, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract the interest of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Baltimore Md American Pharmaceutical Assn Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner supreme sec Phila Pa  
Boston Mass American Poultry Assn July 18 1898 Boston Mass Sovereign Grand Lodge I O O F 798  
Boston Mass New England Sportsmen's Exhibition March 14 to 26 sec 216 Washington st Boston  
Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa  
Chattanooga Tenn National Educational Assn Feb 1898  
Chautauque Lake N Y American Assn of Librarians 1898 Melville Dewey sec Albany N Y  
Chicago Ill National Association Moulding and Picture Frame Manufacturers Dec 15, Chicago Ill First Church of Christ Scientists Nov 14 and 15  
Chicago Illinois Agr Fair Coliseum November Cincinnati O Annual Convention of Master Horsehoers Oct 11 1898 W J Moore sec Pittsburg Pa  
Cincinnati O Triennial Meeting General Grand Chapter Sept 1900  
Cincinnati O Saengerfest Jubilee 1899  
Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O  
Cincinnati O Grand Council R A M Sept 27 1898  
Cincinnati O Grand Chapter Sept 28 and 29 1898  
Cincinnati O National Embalmers' Assn 1898  
Cincinnati O Supreme Council Ancient Accepted Scottish Rite Sec 20 1898  
Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898  
Cincinnati O National Laundrymen's Assn 1898  
Cincinnati O W Store sec Cleveland O  
Cincinnati O National Encampment G A R Aug 1899  
Cincinnati O Grand Court Ohio Foresters 1898  
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O  
Cleveland O American Historical Society Annual Convention Dec 28 to 30  
Cleveland O Brewmasters' National Assn Sept 1898  
Columbus O Masonic Grand Lodge Oct 1898  
Columbus O Welsh Elstddford Jan 1 1898  
Cortland N Y State Dairymen's Convention Dec 10 to 1897  
Council Bluffs Ia Interstate Sheriff's Convention 1898 W C Davenport sec Sioux City Ia  
Cynthiana Ky National Fox Hunters' Assn Nov 15 F J Haggen sec  
Dayton O Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set  
Detroit Mich American Society of Civil Engineers July 1898  
Detroit Mich Sanitary Convention Dec 9 and 10 1897  
Elmira N Y National Convention of Police and Alarm Superintendents Aug 9 and 10 1897  
Evansville Ind State Y M C A Nov 4 to 7  
Grand Rapids Mich Railroad Master Blacksmiths' National Convention 2nd Tuesday Sept 1898 D D Garabard sec Anson Kas  
Harrisburg Pa Patrons of Husbandry Nov 20 to 22 Indianapolis Ind Conclave of the Supreme Lodge K of P August 25 1898  
Indianapolis Ind Convention Improved Order of Red Men Sept 1898  
Indianapolis Ind National Laymen's Convention M E Church Oct 1898  
Indianapolis Ind National Convention Epworth League 1899  
Kansas City Mo Colored Baptists Sept 1898  
Kansas City Mo American National Baptist Convention

## Expositions.

Niagara Falls N Y Pan-American Exposition 1899 R C Hill sec  
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

## Dog Shows.

Brooklyn N Y Metropolitan Kennel Clubs Thanksgiving week G M Carnochan sec pro tem  
Newton N C Eastern Field Trials Club Nov 15 S C Brady sec  
Pawtucket R I Rhode Island Poultry Association's Dog show Dec 8 to 11 F Otto supt

## Horse Shows.

Chicago Ill Coliseum Nov 2 to 13  
Cleveland O Central Armory Nov 2 to 6 J B Perkins manager  
New York City Nov 15 to 20 Entries close Oct 23

A STATEMENT TO BE PROUD OF  
WE HAVE PRINTED  
OVER 2,000,000

**Letter Heads**  
IN THE LAST FOUR YEARS  
HUNDREDS SATISFIED  
DO NOT MISS OUR BUSINESS  
Cross Printing Co CHICAGO  
358 DEARBORN ST  
All Kinds of Printing and Engraving.

**LARAMIE, WYO.**  
H. E. Root, Mgr. Opera House and City bill poster and distributor (112-0), 150 3d St. 1197

**BUBB**  
POSTS BILLS AND DISTRIBUTES  
CIRCULARS AT  
**WILLIAMSPORT, PENN'A**

# Bill Posters

Can make money—good money—by acting as our agents and selling our Posters to the retail merchants of their cities. We pay a handsome commission on all orders. We have posters for all branches of the retail trade. Also for Foot Ball, Masquerade Balls, Amateur Entertainments, Benefit Performances, Lodge Benefits, Lodge Dances, in fact, anything than can be advertised.

WRITE FOR SAMPLES.

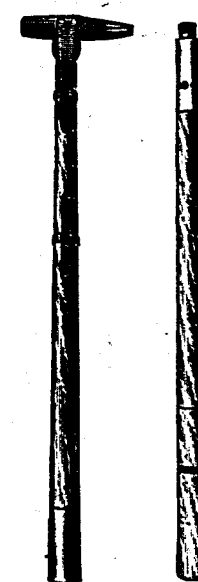
FREE TO RECOGNIZED BILL POSTERS.

We also want to hear from capable young men desiring to travel on commission.

## The Donaldson Litho. Co., CINCINNATI, O.

## Jointed Magnetic Hammers

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

**PRICES.**  
8 inch, \$2.25 each.  
9 inch, 2.75 each.  
10 inch, 3.00 each.

**Donaldson Lith. Co., Cincinnati, O.**  
DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,  
FLEISCHMANN & CO.  
GARDNER, MASS.

W. P. BULLARD, AGT.

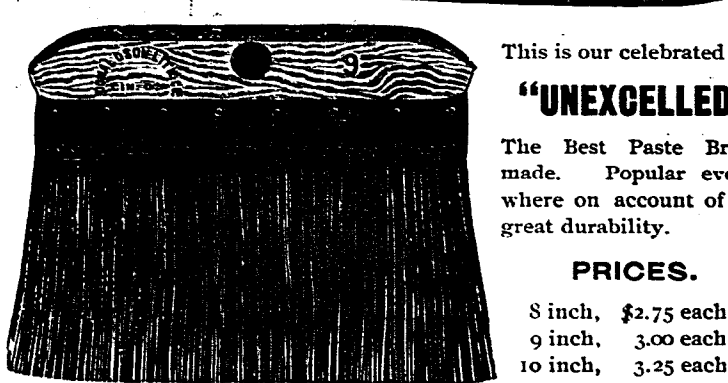
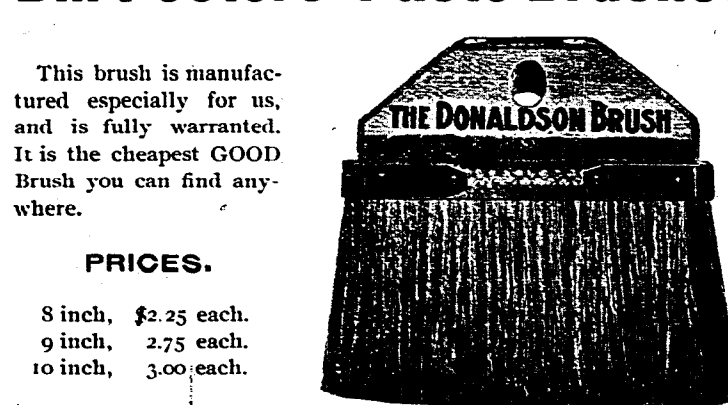
**SAVES CLIMBING.**  
**SAVES WORK.**

Enables you to give your clients first-class permanent service.  
**PRICES:**  
36-in. handles, 2 sections, \$2.00  
42-in. handles, 3 sections, \$2.50

**DONALDSON LITHO CO. Sole Agents,  
CINCINNATI.**

CASH MUST ACCOMPANY ORDER. NONE SENT C.O.D.

## Bill Posters' Paste Brushes.



This is our celebrated

**"UNEXCELLED"**

The Best Paste Brush made. Popular everywhere on account of its great durability.

**PRICES.**

8 inch, \$2.75 each.  
9 inch, 3.00 each.  
10 inch, 3.25 each.

## Jointed Paste Brush Handles

Made Expressly For

**Traveling  
Advertising  
Agents.**

Will fit inside of a bill trunk. Great convenience.

**HANDY, DURABLE,  
STRONG, RIGID.**

**PRICE:**

7 feet, 2 sections, - \$1.25  
10½ feet, 3 sections, - \$1.75

**Donaldson Litho. Co.  
CINCINNATI.**

Remit with order. None sent C.O.D.

SEND YOUR ORDERS TO  
**The Donaldson Litho. Co., Cincinnati.**



## WANTED, BILL POSTERS,

Agents, Programmers and Lithographers with SUN BROS. World's Progressive Shows. Address, SUN BROS., 535 Nebraska Ave., Toledo, Ohio.

**FAYETTEVILLE, N. C.**  
Hawkins Bros., Bill Posters and Distributors. Lock Box 170. \$597

## THERE ARE OTHERS.

But we do good work at a low figure. Send for price list.

**NATIONAL DISTRIBUTING CO.,**  
15 and 17 Winder St., - DETROIT, MICH.

**Grand Rapids, Mich.**  
George M. Leonard, Reliable Distributor

**Jacksonville, Ill.** 807 S. Main St.  
Wm. Burke, member of and recommended by U. S. Dist. Bureau.

**HOWLAND** Advertising Sign Co., Rome, N. Y.

**Oswego, N. Y.** F. E. Munroe,  
Licensed Bill Poster, Distributor and Sign Painter.

**HILLSBORO, TEXAS.**  
Phillips Bros., City Bill Posters and Distributors.

**CARLISLE, IND.**  
Sullivan Co., E. J. Chilcote, Distributor.

**Peru, Ind.** Chas. W. Statesman  
Licensed City Bill Poster and Distributor.

**Mattapan, Mass.** D. L. Cushing  
Circular Distributor and Gen. Advertiser.

**PAULDING, OHIO.**  
F. W. French, Distributor. Work guaranteed

**BRANTFORD, CAN.**  
POP. 17,000.  
Chas. M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution. 17

**R. W. STORRS,**  
De Funiak Springs, Fla.  
Can cover all West Florida outside of Pensacola in any manner desired. 17

The Adv. Novelty Co., 32, 34 and 36 E. 3d St  
CINCINNATI, OHIO.  
Manufacturers of and dealers in Domestic and Imported Advertising Novelties. Cards, Calendars, Panels, Shapes, &c.

**Cincinnati, O.** Pop. 350,000.  
Unexcelled Distributing Service.  
W. H. Steinbrenner, 811 Vine, Cincinnati

**WOODLAND, CAL.**  
Dietz & Glendinning, Bill Posters. 17

**Fort Wayne City Bill Posting Co.**  
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.  
FORT WAYNE, IND. O. B. Woodworth, Manager. 17

**OREGON SIGN CO.**  
Bill Posters, Distributors and Sign Painters Box 374, Oregon City, Oregon. \$597

**Wilmington, North Carolina.**  
Thos. P. Day & Co., Bill Posters and Distributors

**Waukon, Ia.** Wm. S. Hart & Co.  
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa 17

## WAUKESHA

Is a profitable field for advertisers! We Post Bills, Distribute Advertising Matter, and Tack Signs, throughout Waukesha County. Member of Will A. Moulton Distributing Agency. The

## WAUKESHA

Billposting Co., Chas. G. Mevis, Mgr., Room 2, Boston Iron Block, P. O. Box 525, 521 Main Street.

## WAUKESHA WISCONSIN

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

## WILMINGTON, DELAWARE

POPULATION, 75,000.  
Wilmington Bill Posting, Distributing and Advertising Co.,

ESTABLISHED IN 1853.  
JESSE K. BAYLIS, GEO. W. JACKSON, PROPRIETORS.  
D. K. JACKSON, SUPERINTENDENT.

Own All Prominent Boards Throughout the City. Satisfaction Guaranteed on All Work.

OFFICE: GRAND OPERA HOUSE.

## WILMINGTON, DELAWARE

POPULATION, 75,000.

## MIDDLETOWN ADVERTISING CO.,

THOMAS KAIN, MANAGER.

88 SOUTH STREET, MIDDLETOWN, N. Y.

BILL POSTERS, DISTRIBUTORS  
AND GENERAL ADVERTISERS.

PROMPT SERVICE GUARANTEED. CORRESPONDENCE SOLICITED.

Middletown is the Railroad and Commercial Hub of Orange County. Population, City, 15,000; County, 97,760. Members International Association of Distributors.

## WANTED For the Season of 1898 with.....

## Ringling Bros.' World's Greatest Shows

100 Bill Posters, Lithographers  
and Programmers.

ADDRESS: \_\_\_\_\_

A. G. RINGLING, BARABOO, WIS.

## LEMEN BROS. SHOWS

Wants bill posters, programmers and lithographers for the season of 1898.

Address,

LEMEN BROS.,  
ARGENTINE, KAS.

## Setter Bros. & Co.

Engraving Blocks,

Rule,

Reglet,

Lumber.

Collins Center, N. Y.

## WANTED!

FOR THE CIRCUS  
SEASON OF 1898. .

Sober, Experienced Bill Posters,  
Lithographers and Programmers;  
also Two Experienced Boss Bill Posters.

## LA PEARL'S

MIGHTY MODERN

## R.R. SHOWS

Two Cars Next Season.

Address: . . .  
J. H. LaPEARL, Danville, Ills.

## We Print . . .

Posters for local entertainments, dances, etc. When called upon to furnish these, bill posters should examine our samples and price list. . . . .

## We Make . . .

A specialty of doing this class of work, and can ship all such orders on short notice. . . . .

## We Can . . . .

Furnish everything necessary--stands, three-sheets, one-sheets, dates, tickets, etc. Estimates furnished for any kind of printing. . . . .

Send for our Catalogue.

. . . Hennegan & Co.,

. . . Poster Printers . . .

. . . Cincinnati, Ohio.



**WANTED, AGENTS,** to sell our elegant

## ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

# The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

**C. M. Smith & Co.,**  
Brantford, Canada.

Population of City 17,000. County 50,000.  
Country 5,000,000.

**Rutland, Vt., M. Kingsley.**  
Owns and controls all billboards. Address  
48 West St., Rutland Vt.

## Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
146 Franklin St., Boston.

**MILFORD, MASS.**  
Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Postage and scenery truck express, 10-12

HENRY C.

# CROSBY ADVERTISING SIGNS

Romaine Building,

**PATERSON, N. J.**

## Bill Posters, Attention.

### REVOLUTION IN PASTE.

# Paste, 1c. Per Gallon.

## NO FLOUR.

Will never sour.

Can be made in one minute.

Formula will be sent on receipt of \$25.00.

Address,

# JOS. A. FANNING,

No. 421 Central Avenue,  
CINCINNATI, O.



## YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

## FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,  
187 Schuyler Avenue, KANKAKEE, ILL.

117

Kankakee, Bradley and Bourbonnais, total population, 15,000.

SEE YOUR PEN BEFORE BUYING. Upon receipt of 25c. we will send you our 14kt. gold, adjustable Fountain Pen. Price \$1.75. If satisfactory, pay the A. C. Co. \$1.50. Agents wanted. The Whitney Fountain Pen Co., Cleveland, O.

Santa Fe, N. M. A. M. Dettelbach,  
Bill Poster, Tacker and Distributor for  
Santa Fe, Taos and Rio Arriba Co's. 1897

## JOHN L. MARSH VANCOUVER, WASH.

Licensed Theatrical and Commercial Bill Poster.  
Card Tacking and Distributing a Specialty.  
All Work Guaranteed. Population, 5,000.

**Evansville, Ind. 75,000, Licensed**  
Evansville Bill Posting and Distributing  
Co. Sole Bill Posters and Distributors. 1897

In offering the services of the

# United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.  
Respectfully,

**United Press News Bureau,**  
184 Van Buren St.,  
Chicago.

**C. F. Ansell, Mfg. Coupon Theatre**  
Tickets and Diagram Ticket Books.  
Lowest prices. Always on time. No mistakes.  
155 Washington Street, Chicago.

**MANNING, S. C.**  
Distributor. T. M. Young, Manager. P. O.  
Box "Y."

# THE CHRISTMAS BILLBOARD

## 1897

The Christmas Special, out December 1st, next, will consist of 56 pages, handsomely illustrated and will have an illuminated cover, superbly lithographed in colors. It will retail at 25 cents each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for preferred position

### LARGER ADVERTISEMENTS.

|              |         |
|--------------|---------|
| Whole Page   | \$50.00 |
| Half Page    | 27.50   |
| Quarter Page | 15.00   |
| Eighth Page  | 8.00    |

### LITHOGRAPHED PAGES.

|                                 |          |
|---------------------------------|----------|
| Page 2 of Cover, in 2 colors    | \$100.00 |
| Page 3 of Cover, in 2 colors    | 100.00   |
| Page 4 of Cover, in 8 colors    | 200.00   |
| Double Page Center, in 8 colors | 300.00   |

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than November 15th. Last form closes November 22. Size of type page, 9 1/4 x 11 1/2.

American bill posters, distributors, sign painters and fair managers, who are not subscribers, will have to send 25 cents for this issue, or buy it at that rate at the news stands. Subscribe now and receive it without extra cost. One year one dollar. Address

## THE BILLBOARD PUB. CO.,

CINCINNATI, OHIO.



**DENVER, COLO.**

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

**ACCOUNTICS.**

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

**SCIENCE OF ACCOUNTS.**

**ART OF BOOK-KEEPING.**

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,  
WOOL EXCHANGE, NEW YORK.

1891. "Everything comes to him who hustles while he waits." 1897.

## The Hustler Advertising Co.

Prompt personal service guaranteed at all times. **OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.** The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET.

FORT WAYNE, IND.



ARE YOU ONE OF THEM? **THE AULT & WIBORG CO.** CINCINNATI, NEW YORK, CHICAGO.

## HOWARD N. HOLSHOUSER,

LICENSED

City Bill Poster and Advertising Agent.

1 Control All Bill Boards in Town,  
And Guarantee Honest Work.

COVINGTON, TENN.

**TRENTON, New Jersey**  
The Trenton Bill Posting Co.

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

**Aurora, Ills. B. MARVIN,**

Bill Poster and Distributor. Circuit, 18 towns. Pop. 60,000.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

**BANGOR Me. and Neighboring Cities. Pop. 40,000.**  
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St.

**TROY, ILL.**

F. C. Gates, Bill Poster and Distributor. Reference furnished.

Newport, Ky. G. H. Otting & Son,  
Own and control all boards. Good Service

**Scranton, Pa. 654 Deacon,**  
J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work guaranteed. 200,000 people in Lackawanna County.

**THE SPIRITUALISTIC SENSATION!**  
LATEST SECRET AND APPARATUS for Raising an ORIGINARY TABLE. Can be performed with greatest ease on STAGE or PARLOR. Any one possessing this apparatus and explanation may come any Table, to any room, to move about and DANCE AT WILL. Can be done anywhere, with electric rolled up, as performed by Miss Anna Eva Fay. This illusion is marvellous, and can not be detected, sent prepaid on receipt of 50 Cents. **BENJ. J. MUTSCHLER & CO.** Dealers & Importers in MAGICAL APPARATUS. BOX 525, Chicago, Ill. Send stamp for catalog of Tricks in Magic & Illusions.



## VIRGINIA.

JOS. M. GOLDSMITH.

## GOLDSMITH BROS.

JAKE GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.  
FREDERICKSBURG, VIRGINIA.

Best Boards, Best Stock, Best Localities, and most important of all, Best of References.

Population 6,000. Drawing Population 50,000

Only Licensed Bill Posters, Distributors and General Out-Door Advertisers.

## ALL WIND

Is the professed love of the solicitor for the small city bill poster. They only send paper to him when forced to by the advertiser. They inevitably send it to large cities, so that their commissions can be collected in greater bulk. If Sam Hoke or any other solicitor will guarantee us the paper we will build boards enough to make this town look circused.

NOON BILL POSTING CO.,  
MARBLEHEAD, MASS.

Meridian, Miss., Pop. 15,000  
L. D. Hoffer, city bill poster and distributor.

ESTABLISHED 1876.

## CHARLES W. YORK.

Bill Poster and  
Distributor.

## HAVERHILL, MASS.

I make a specialty of Distributing.  
Reference if required.

Blaney, Wm. E., Expert Ad Writer,  
Station T, Boston, Mass.

Southern Press  
Clipping Bureau,  
Atlanta, Ga.

Newspaper Press Clippings for  
Trade Papers, Manufacturers and  
Advertisers. Also list of names  
for circularizing.

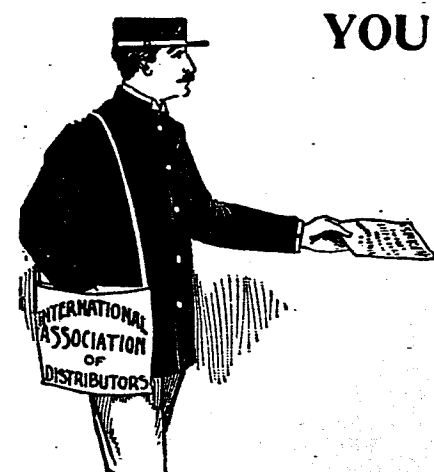
## MEMPHIS, TENN.

Van Beuren & Co., Bill Posters and Distributors,  
224 Second street.

THE MANHATTAN  
PRESS-CLIPPING BUREAU.  
NEW YORK. LONDON.

ARTHUR CASSOT, Manager.  
Knickerbocker Building.  
No. 2 West 14th St., New York.  
Supplies press clippings for Trade Journals,  
and on all subjects. Best facilities.  
HON. CHAUNCEY M. DEPREW  
is one of our regular patrons.  
HON. CALVIN S. BRICE:  
You have the best facilities of anyone  
in the field in your business.

Delaware, O. G. D. McGuire,  
City Bill Poster and Distributor.



YOUR  
DISTRIBUTOR

Should be like your doctor  
—you've got to trust him.  
If you didn't he wouldn't  
have your business. Many  
advertisers have trusted  
Steinbrenner, and none  
have regretted it.

## W. H. STEINBRENNER,

ROOM 609 LINCOLN INN COURT, 519 MAIN ST.,

CINCINNATI, O.

McCALL, AD WRITER, SARATOGA SPRINGS, N. Y.

TRY THE NATIONAL DISTRIBUTING CO.,  
UP-TO-DATE DISTRIBUTORS AND TACKERS.  
15 AND 17 WINDER STREET. - - DETROIT, MICH.

The W. D. Husted  
Advertising Co.

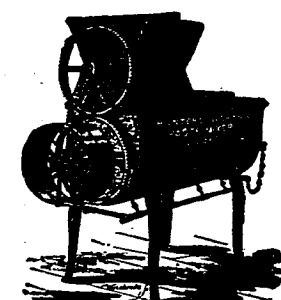
Town and Country BILL POSTERS,  
Distributors, Bulletin Sign Painting,  
—AND—  
Out door Advertising of every description

Office: 67 Main Street,  
MANSFIELD, TIOGA CO., PA.

WE OWN OR CONTROL ALL  
BOARDS AND POSTING  
PRIVILEGES IN  
MANSFIELD.

The leading town in the "Northern  
Tier," over 6,000 square feet of boards.

Also have boards and posting privileges  
in every town in the county.



THE above cut shows one of  
our Paste Mixers for Bill  
Posters. We make three  
grades (Good, Better, Best).  
Prices to suit all.  
Our catalogue tells all about  
them. It is sent free on application.

"ECONOMY  
IS THE ROAD TO WEALTH."

If there ever was a time when this old adage  
was true, it has long since passed away. Certainly  
it is not true in these bustling days. One cannot  
make money by saving it—  
not now.

The only way that the modern man can make  
money is by spending it—spending it wisely.  
Money spent in labor saving machinery is  
wisely spent. Spending money in this wise is  
making money. Our Paste Mixers will make  
more and better paste with less flour and labor  
than any other in the market.

THEY ARE MONEY MAKERS.

## J. H. DAY &amp; CO.

1144 R. HARRISON AVE. CINCINNATI, O.

## Kansas City, Mo. and her

suburbs  
Combined population 300,000. 60,000  
pieces does it all. Send the matter to the  
MIDLAND ADVERTISING CO. (member  
I. A. of D.), JOS. REID, Manager, 617  
Grand Ave., Kansas City, Mo.

## BELVIDERE, ILLS.

Fred. Wiflin, Bill Poster, 312 Casswell St. 157

What is worth doing at all,  
is worth doing well.

## JOHN H. JONES,

Best facilities for distributing, sampling, sign  
tacking—card, tin or steel. Population, 500,000.  
Dwellings, 85,000. Member I. A. of D.  
Office, N. W. Cor. Mount & McHenry Sts.,  
BALTIMORE, MD.

## Laconia, N. H. Pop. 15,000.

Folsom Opera House, Driving Park and  
Show Grounds. J. F. Harriman, Manager.  
Owns all boards in the city and suburbs.

## WE WANT YOU...

To become a subscriber to UP-TO-DATE  
IDEAS, because we believe it will be beneficial  
to you, and, again, because we want  
50 cents for a year's subscription

## IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It  
has many good suggestions every month  
which will be worth much more than their  
cost to you.

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO.  
GRAND ISLAND, NEBR.

## Po'keepsie, N. Y. 24 Mechanic St.

M. F. Sprenger, The Honest King Bill Poster  
and Distributor.

## HIGGINSVILLE, MO. Pop. 5,000

The Greatest Country on Earth.

## RIGG BROS.,

The only licensed BILL POSTERS in the city.  
Control and own all billboards and advertising  
privileges in the city. We are up to date. All  
work properly executed. Also signs tacked,  
Distributors and Sign Painters.

## Atlanta, Ga. 124 Haynes St.

Wm. Peden, Advertising Distributed,  
Signs tacked up in this and adjoining counties,  
\$1.00 per 1000 and up.

## C. F. Bangasser &amp; Co.

CITY BILL POSTERS AND  
DISTRIBUTORS,

Signs Tacked and Signs Painted. Own all Bill-  
boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

## Kansas City, Mo. Pop. 300,000.

Midland Advertising Co., Joseph Reid, Mgr  
Distributing, Tacking, Reliable Men only  
All towns in Jackson and Wyandotte Cos.  
Mem International Ass'n of Distributors.

THE CLIPPING BUREAU  
KEEPS YOU POSTED.

We read practically all the  
daily and weekly newspapers  
of the country, receiving  
them direct from the  
publishers and cutting out  
those items of designated  
interest to our clients at  
once.

All the latest literature  
on any subject selected at  
your order.

Material for trade and  
class papers, addresses for  
the catalogues, booklets and  
printed matter of business  
houses, personal mentions,  
articles for speeches, lectures,  
sermons, books, obituary  
notices, advertisements,  
etc., etc.

Sending you clippings  
from our New York and  
Chicago offices direct, if so  
desired, as well as from our  
main office in Boston, we  
can get clippings to you  
more fresh than those furnished  
by others.

Write for further data  
and prices, which are the  
lowest, work considered, of  
any bureau in existence.

THE NEW ENGLAND  
NEWSPAPER BUREAU,  
146 Franklin St., Boston

## Oakland, Cal.

Belasco & Co., Bill Posters and Painted  
Signs.

SEND FOR A COPY OF

Business  
The Office Paper.

Mailed free to all mentioning this advertisement  
BUSINESS contains articles by noted writers  
upon Office Routine, Business Management, Ac-  
counting, Advertising and Economic subjects, in-  
cluded under Finance, Transportation, Commerce  
and Manufacturing.

To read BUSINESS is a liberal commercial  
education in itself.  
The office of BUSINESS is to be in every office.  
Monthly, \$2 a year. Address  
BUSINESS PUBLISHING CO.,  
11 Astor Place, New York.

## Nanaimo, British Col. Pop. 7,000.

A. A. Davis owns and controls all bill  
boards and spaces. P. O. Box 189.

L. A. DANIELS,  
City Bill Poster and Distributor,

SANTA CRUZ, CAL.  
POPULATION 8,000.

Member International Bill Posters Association  
of United States and Canada.

## STERETT Show Printing Co.,

San Francisco, Cal.

Tucson, Ariz. 2,000 ft. of boards  
WM. REID, Box 148, 201

Butte, Mont. W. E. Kendrick,  
Bill poster and sign advertiser. P. O. Box  
122.

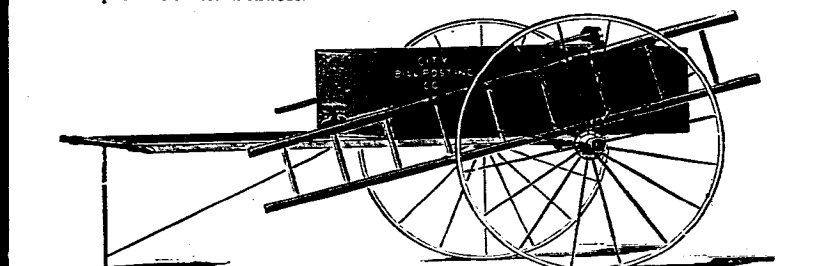
## WAGONS AND CARTS

## BILL POSTERS AND DISTRIBUTORS

You can get a wagon built by a village blacksmith, and  
doubtless, too, you could get a saddler to make you a pair of  
shoes, but what is the use when you can go to a firm who  
make a specialty of the very thing you want. We can give  
you a better vehicle for half the price you will pay at home.

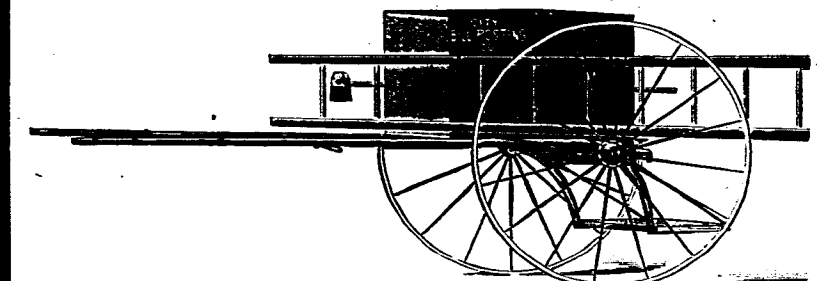
## Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor  
among the bill posters of England, where it is regarded as a great convenience, and is  
used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste  
tank and water tank. The tanks are lined with zinc, and the one which contains the  
water is provided with a faucet.



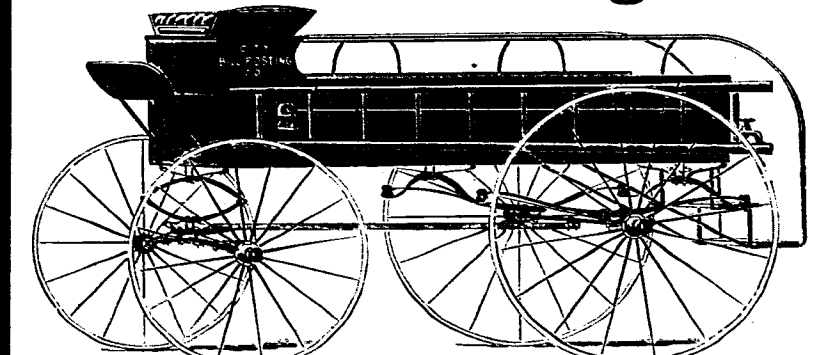
They are beautifully painted, substantially  
built. Will last a lifetime, and I sell them  
at the phenomenally low price of \$24.50 EACH.  
No extra charge for painting firm name on the sides.

## Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It  
is the handiest thing imaginable. Has paste tank, water tank,  
etc., and we furnish complete for the remarkably low price of \$44.50

## Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles,  
with and without tops, in fact in every style imaginable. This is one we make in three  
sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—130.00.

Address JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It  
is a marvel of convenience and utility. Photos free to intend-  
ing purchasers.

## ADVERTISING MANAGERS:

Do you know that New Hampshire  
will be the Mecca of thousands of  
well-to-do people, during the coming  
hot months. They go there to while  
away the time, to be comfortable and  
have no cares.

Have You got Anything to Call their  
Attention to, while they are idle.

## Strike while the Iron is Hot!

We can reach all these people.  
Send us your booklets, samples, or cir-  
culars or any kind of advertising matter.

D. J. Lefebvre Adv. Co.  
RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.  
Keep Our Address For Future Reference.

W. E. Patton, Corinth, Miss.  
Bill Poster and Distributor. Reference  
furnished. Box 161. n97

## LIMA, OHIO. Pop. 20,000.

W. C. Firrell, City Bill Poster and Distributor.  
Work promptly done.

## Chicago, Ills. J. A. CLOUGH,

Contracts solicited for the distribution of  
all legitimate advertising matter in Chi-  
cago and suburban towns.

Charleston, W. Va. Pop. 15,000  
E. H. Carwithen, Distributor. Satisfaction  
guaranteed. Six adjoining towns. n97

Chillicothe, Mo. Z. B. Myers,  
Owns all bill boards. Tacking, Distribut-  
ing and Bill Posting done satisfactory or  
no pay. Write him. d97

## MILFORD, MASS. Pop. 9,000.

E. R. Nogu, Distributor. 337 Main St.

## STAVANGER, MINN.

Ole Holm, Bill Poster and Distributor. n97

## Pittsburg, Pa. Pop. 500,000.

Established 1892.  
The "TWIN CITIES" Distributing Agency,  
Office 6, Sixth St. Branch, ALLEGHENY.  
J. T. Hudson, Manager.

## CHILLICOTHE, ILL.

CHARVAT BILL POSTING CO.  
HENRY CHARVAT, Manager.  
Seven Cities Covered. Population, 12,000.  
Correspondence Solicited. d97

## CITY BILL POSTING CO.,

HARRY B. BUSSING, Manager.

## NORWALK, CONN.

Jackson, Ga., C. A. Henderson & Co.  
Member I. A. of D., advertising agents,  
Territory: Atlanta, McDonough, Griffin,  
Locust Grove, Jackson, Planilla, Macon,  
Forsyth and Barnesville, includes popula-  
tion of 175,000. n97

## TERRE HAUTE, IND.

James M. Dishon, Distributing, 29 South  
5th St. n

## LORAIN, O. P. J. SMITH.

Bill Poster and Distributor. 319 6th St. n97

## Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St.,  
San Francisco; Union Block, Portland, Ore.; 105  
East First Street, Los Angeles, Cal. Established  
1888. Reads every publication printed on the  
Pacific coast from Alaska to Mexico. n98



## THIS IS NOVEMBER.

Usually known as the month of Thanksgiving, and I shall get up right here and publicly thank the hundreds and thousands of the good bill posters of America, who have so well performed their part in helping me make billboard advertisers of some of the biggest concerns in the Union. \* \* \*

## And I Also Want to Thank

The scores and hundreds of members of the Association, who were so quick in writing and wiring me their assurances of disapproval of the Executive Committee's action at the October meeting. I think I have heard from them all by this time, with possibly a half a dozen exceptions. I won't do it, but some one has suggested that I should thank that Committee for showing me what a vast number of friends I have in the membership. \* \* \*

## Now is the Time

That the advertiser usually begin to think of next year's appropriation, and to consider how to spend his money to the best advantage next year. \* \* \*

## I Want to See

A few more of him, to tell him of the many good points in bill posting. And if there are some all ready to begin, and who do not know the best way of going at it, I am prepared to take entire charge of the work, and to so distribute the posters as to assure the very best returns. \* \* \*

## And Now, Mr. Advertiser,

The bill posters have all learned, years ago, that an order from SAM W. HOKE is just the same to them as the money in their pocket—provided the work is right. And that is one of the reasons that I advise you to place your appropriation in my hands. \* \* \*

*Sam W. Hoke*

LONG-DISTANCE BILL POSTER.

197 W. 28TH STREET,

NEW YORK.

TELEPHONE.



# THE BILLBOARD

CHRISTMAS  
NUMBER

© 1897 ©

PRICE



# Hennegan & Co.

## QUICK PRINTING.

Make . . .  
A Specialty  
of . . . . .

**POSTERS**

and . . . .

**Distributing  
Matter.**—

If you want a Poster, or a Programme, or a Booklet for house-to-house distribution, you are not compelled to give it to a country office because you need it at once.

YOU can send the order to us, and we will complete the work and have it in your hands in less time than the average country printer will consume in planning and setting it up.

IF your order is sent to us, it will be a modern, up-to-date job when completed.

IF you give it to a country office, it will generally turn out a nondescript makeshift.

IF you send the order to us it will cost you less (even with freight or express charges added) than if it is placed with a country office.

THESE are facts. Try us, and be convinced.

# Hennegan & Co.

CINCINNATI, O.



# LACKING-MISSING MUTILATED ON FILM FILE

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

Vol. IX #11  
Dec. 1, 1897 P. 3-8



# THE BILLBOARD

VOL. IX., No. 11.

CINCINNATI, DECEMBER 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$1.00

## UNE MYSTÈRE.

He had mastered metaphysic,  
He was learned in ancient lore,  
He could spell tough words, like "phthisic,"  
And pronounce them, furthermore.

He had fathomed every science,  
All philosophies and creeds,  
Every art and its appliance,  
All the medieval screeds.

He could understand old Sancri.  
Oh, but he was erudite!  
He could figure out the orbit  
Of the wildest comet's flight.

Any complex syllogism  
He could easily explain,  
Oriental mysticism  
Never phased his mighty brain.

But he never comprehended  
Though he struggled all his life,  
He never once pretended  
That he understood his wife.

## THE HORNE TOAD EPISODE.

BY JOHN M. CRAWTON.

INTED—An advertising sign  
painter who can paint car-  
ries to go to the country. A  
with ideas can secure a good  
ion. Call on Push & Drive,  
id 14 Skyscraper blk.

ke a great rock in a  
y land, the above adver-  
ment loomed up before  
vision of a despairing,  
uraged young man in a  
p boarding house in a  
western city.

urley Vance had, ever  
his early youth, been  
bride of Totenville. He  
a handsome young man,  
winning manners; an  
pupil at school; a leader  
athletic exercises, and  
life of every social path-  
he attended. His facil-  
f speech, quick wit and  
ness in acquiring know-  
exaggerated his abili-  
the minds of the vil-  
s, and in prophesying

ture, they saw nothing in store for  
of less importance than the vocation  
reat lawyer or statesman. Being the  
child of a widowed mother, who sup-  
d herself and child on the products  
garden and orchard and a pension  
ed by a grateful country, as some  
neration for the life of her husband  
iced in battle, he was much honored,  
was allowed to follow the bent of his  
inclinations.

withstanding his many accomplish-  
s, Harley was averse to continued  
yment. After securing a job, he  
labor assiduously for a few days  
en, feigning sickness, he was off to  
ver, fishing or the forest, hunting.

only employment at which he  
labor with anything like assiduity  
at of painting advertising signs for  
cal merchants, patent medicine ven-  
d such "two dollar pants" men as  
that way and chose to avail them-

selves of his services. He had natural  
taste for this work and developed consid-  
erable artistic ability, which made his  
work much in demand. As this calling  
led him along green lanes and bright wa-  
ters, with no taskmaster to forbid when he  
chose to lie down beneath some spreading  
beech and give himself up to building  
castles in the air, he spent much of his  
time at it, and his life was idyllic and  
free from care.

But one inauspicious day a cloud over-  
spread this hitherto sunny life. His dear-  
est friend, and the one in whom all his  
happiness in life seemed to be centered,

became interested in the little teacher,  
and learning of the hard life she led, had  
exerted herself in her behalf on her re-  
turn home and secured her a situation as  
governess of the two small children of T.  
C. Toole, the millionaire porkpacker, at a  
salary that seemed to Fannie sufficient to  
gratify the wildest dreams of avarice. At  
first, the young man was inconsolable at  
the prospect, but as Fanny suggested that  
one of his parts and accomplishments  
could not fail to prosper in a city where  
the opportunities were greater than in the  
village of Totenville, he acquiesced, and

sideratum, and that "city references" were  
indispensable.

After tramping about the city, up and  
down basements for a week, with  
success, he was about to give up in  
pair and disgust, when the "adlet" at  
head of this column caught his eye as  
was perusing the want columns of  
*Daily Trumpeter*. Without losing a  
ment, he set off for the number given  
the advertisement. Arriving there  
found that Push & Drive were Profess-  
ors of Publicity and Promotion, as they sty-  
lized themselves, or, plainly speaking, ad-  
vertising agents. When Harley called,  
stated his business, Mr. Push, a quick-  
spoken, nervous, energetic little man, said  
shortly:

"Can you paint?"

"Yes, sir," replied Harley.

"Pictures?"

"Tolerably well."

"Let's see you paint a picture of the  
horned toad," pointing to a picture on  
placard.

A brush and paint were furnished, and  
the young man deftly and quickly deliv-  
ered an excellent reproduction  
of the picture.

"Good, very good," com-  
mented the advising agent.  
"Now tell us who you are  
and your experience in the  
business."

Harley gave him a succinct  
account of himself, and after  
being subjected to consid-  
erable questioning, to which  
he replied in a satisfactory man-  
ner, his interlocutor said:

"We are, as you, a  
everybody else that re-  
knows the greatest ad-  
vertising firm in the  
West."

We have a  
a loss how to protect our  
We have contracted to  
ate a demand for the "Horned Toad"  
brand of chewing tobacco in every coun-  
ty in this state. We were succeeding  
mably until we struck Cohoon county.  
There is not a mile of railroad in the  
county, and what is worse for us, there  
is not a newspaper published in the coun-  
ty, and none circulates there. We as-  
sured the "Horned Toad" people to release  
from that part of the contract, but they  
said "No." Why? Because they said  
the less people read the more tobacco  
they chew, and that is the county they  
covered the worst. The only thing  
can do to save ourselves is to resort to  
paint pot and brush and circulars. I do  
have much faith in that sort of adver-  
ising as a general thing, but in the  
case of a smart man who is up to snuff it  
can be made to work. Now do you  
think you can originate signs that will be  
interesting and novel enough to get the  
people down there to talking about "Ho-  
rned Toad" tobacco?"

Harley modestly said that he was  
not a "sign" painter; whereupon a bargain  
was struck. Harley was to be furnished  
with a team and wagon, painting mat-



was to go from his sight. Pretty blue-  
eyed Fannie Scott announced that she  
had resigned as teacher of the Blue Lick  
school, where she had instructed the tow-  
headed children of the district for several  
years, to accept a more desirable situation  
in the city.

Miss Scott was an orphan, who had  
grudgingly been given a home at her un-  
cles since the death of her mother. Sub-  
jected as she was to the tyranny of her  
aunt and cousins—girls of her own age—  
her lot was anything but a happy one.  
Harley and Fannie had been boy and girl  
lovers since the halcyon days when both  
attended the village academy, and the  
love and regard of the cheery, hopeful  
young fellow was the only bright spot in  
the unhappy girl's life. Fannie thor-  
oughly believed in Harley's superior abil-  
ity, and had supreme faith in his future.

A young lady who had come from the  
city to spend the summer months had

resolved to also cast his lot in the modern  
Babel, as soon as he could make the neces-  
sary arrangements. Consequently, when  
his sweetheart had been absent several  
weeks and life without her seemed unde-  
sirable, he decided to at once go to the  
metropolis, and accept the first bank presi-  
dency or other responsible and remunera-  
tive position offered him. Acting on this  
decision, he gathered his effects together,  
bade his mother a tearful good-bye, and  
with almost the entire village at the sta-  
tion to see him off and bid him Godspeed,  
he went out into the wide world.

After arriving at his destination he first  
called on his affianced for inspiration,  
and the next morning began to seek for a  
situation. But at every place he applied  
he found that some one luckier than him-  
self had been ahead of him. He also dis-  
covered that in all lines of business em-  
ployment, practical experience was a de-



printed matter and a liberal supply of sample cuts of the brand of tobacco to be exploited, for free distribution, and was to start for Cohoon county, some two hundred miles distant, on the following day. The wages Mr. Push named seemed princely in comparison with the pay Harley had been receiving for that class of work, and as a further incentive to exert himself, upon leaving, his employer said: "And young man our reputation depends to some extent upon your inducing the natives of Cohoon county to buy 'Horned Toad' plug."

"We pride ourselves on the fact that we could advertise a particular brand of brick dust for chicken cholera, and have every old hen-wife in the state clamoring for it in a fortnight. We want to sustain our reputation. If you succeed in creating the 'Horned Toad' habit among the Cohoonites, and it is evidenced by the dealers making liberal orders for it, we will give you a good bonus, and also give you further opportunities. It all depends upon yourself, young man; good day."

The next morning, equipped with a good team and wagon and with a snug sum of money in his pocket, advanced to pay expenses, Harley Vance was off to his field of labor. Following the bent of his gypsy inclinations, as well as from motives of economy, he had provided himself with cooking utensils, with the intention of camping out on his travels and thus being independent of hotels. His wagon being a covered affair was to be utilized for sleeping purposes. After several days steady driving, our artist entered a hilly, broken country, with rough corduroy roads. Log cabins occupied every clear spot in the forest and perched on every hillside. Surmising that he was near the locality he sought, and inquiry confirming him in his surmise, he mixed his paints and began operations.

Upon every boulder, cliff, stump and smooth barked tree, he painted the caricature of a horned toad, with bright green body and red eyes. If the surface of the object painted upon was small, the picture was likewise, but when he came to some large, smooth cliff it assumed mammoth proportions. After completing the

picture it was left without further embellishment, that the curiosity of the people might be thoroughly excited, when Harley intended going over the road again and adding the explanation—"Horned Toad Chewing Tobacco."

He had not worked long before a long-haired, bare-footed individual, clad in a hickory shirt, jeans pants and straw hat accosted him:

"Is there goin' to be a show some's, mister?"

In accordance with his plan to keep the people in suspense as to the meaning of the cartoon, Harley made an evasive reply, threw the questioner a sample cut of tobacco, and continued his work seemingly oblivious of his presence. Each passerby received the same unsatisfactory explanation of his object in thus defacing the natural scenery and like liberal treatment in the matter of free tobacco. When he had been engaged at the work about a week and had traversed almost all the thoroughfares, he began to notice that the people who passed him on the road or in camp, acted queerly. When he hailed them to bestow his sample plugs upon them they would receive them gladly, but seemed loth to tarry long. If he approached a cabin, the women and children would flee inside and fasten the door. Concluding that strangers were rare in that country and the people shy, he did not trouble himself to investigate the cause of their trepidation.

One morning, after having completed the first part of his work, he was making preparations to retrace his route and relieve the people's suspense by painting the explanatory part of the advertisement. After he had eaten his breakfast and hitched up his team, he was somewhat surprised to see a squad of men approaching his camp. Coming up to him a man of Herculean frame, who seemed to be the leader of the party, addressed some casual inquiries to him, to which Harley, pursuing his usual tactics, replied at random. As he bent over a box to get some samples to distribute among his visitors he was pounced upon by the big man and borne to the ground. Another ran up with a rope and he was quickly bound hand and foot.



To say that the young man was frightened would be putting it mildly. Visions of robbery, murder, a lonely grave in a deep, dark forest, passed through his mind. He pleaded, threatened and expostulated in vain. His captor preserved strict silence, and vouchsafed no answer to his questions or entreaties.

Placing him in a wagon with a guard on either side of him and surrounded by horsemen the posse drove off with their prisoner. An hour's drive brought them to the outskirts of a straggling town, which Harley recognized as Hardyville, the county seat, he having passed near it some days before. Driving directly to the little brick jail, the prisoner was placed inside, unbound and securely locked up. The jailer who was left on guard was proof against the prisoner's overtures of friendship, and only replied to his questions with pitying glances.

In a few hours the large man who was addressed as Sheriff Tomkins returned and said:

"Young feller, the judge wants to see you up to the cote house, and if you'll promise not to kick up any didoes, I won't tie you when I take you thar."

The "young feller" promised and they started. As they passed up the street, it could be observed that near the whole population of the county had turned out to attend the trial, obsequies or whatever was in store for Harley.

As they passed along exclamations of pity were freely expressed, especially from the feminine portion of the crowd. "Poor critter," said one, "and he looks so nice, too; seems a pity to put him in a nasty old jail."

"Haf to do it, though, to keep him from doin' devilmint," returned her companion. These remarks puzzled our hero more than ever, but when they arrived at the plain frame structure, dignified by the name of court house, the mystery was unravelled.

Upon his entrance, he was seated inside the bar, whereupon a particular old gentleman, who was addressed as Squire Bigler, arose and addressed the court in the person of another uncouth old citizen who occupied the judge's bench:

"If yer honor please," began the 'Squire, "I appear hyar on the part of the people against this young feller, who is arraigned in front of you charged with bein' wild

and distracted, in fact as crazy as a loon; against the statutes in such case made and perverted and against the peace and dignity of the state. We therefore ask fur a lunaticcy inquirerito on his body. His goin's on, 'cordin' to the tell of all the neighbors, was fearful to behold, and as he is dangerous to be loose and is squandering his property, we think it proper that you immediately put him in the 'sylum, or some other place fixed fur sich critters."

"Have you any witnesses, 'Squire? The statute which I've been reading pervides that there must be a reg'lar trial, same as in a hog stealin' case before you can send him up."

"Oh, yes; plenty of 'em," returned the people's attorney. Mr. Sheriff, call old Dad Pollock."

"Old Dad Pollock" was called, and a benevolent looking old backwoodsman shambled to the front and took the witness stand and was sworn.

"Now, Dad, you jest go ahead and tell in you own way all you know about this crazy feller, and what didoes you've seen him cutting up."

"Wall, 'Squire," said the witness, "it's nigh onto two weeks ago, when my boys come home one evenin' with their pockets full of little plugs of storetobacker as good as I ever set my teeth onto. I ast 'em where they got it and they say a picter makin' feller was just reachin' it out free handed and fur nothin' to everybody that come along. That sounded kinder funny. So I goes over to whar they last seed him, and thar, begosh, the critter wuz paintin' away on some kind of a sarprint, sich as I see picters of in 'Pittsburg's Progress'. I kinder wanted to be friendly like so I walked up and say, 'Howdy?' He says 'Howdy' back, and I says, 'What be yer a paintin' of them thar reptiles everywhar fur?'"

"Fur the benefit of my health and the advancin' of my material prospects," says he. Then he retched down into a sack he had slung to him and give me two or three hunks of keen spittin' tobacker, sich as he had the boys. Several people come along while I was thar, and he talked more forishness to them when they ast him whar he was a doin', and then smoothed it over by handin' out a hunk of tobacker. Of course, him a goin' around the ventry sayin, sich silly things

was enough by itself to make one uneasy. Then when you think of him a layin' along the roads day in and day out, wastin' paint enough pictering out them dragons, or whatever they are, to paint this cote house, and actually givin' away swads of the best chawin' tobacker that you ever chawed in your born days, you will not wonder at us gittin' suspicious. So we planned to watch him unbeknownst to him, and we appinted five or six fellers to foller him and watch him. They are hyar and can swar to what they seed."

Others were called and corroborated the witness in regard to the mysterious pictures and lavish distributions of "good plug chawin'", with many incidents calculated to impress the judge with Harley's lunacy.

Like all artists, he was in the habit of stepping back after completing a picture, and taking a critical survey of his work, at the same time holding his paint be-daubed hands up before him to prevent the further soiling of his garments. This action his watchers had construed as an attitude of adoration and worship, and testified that "arter a picter of one of them thar critters was done he would pray to it like a heathen and idolator."

One witness gravely informed the court that he "once heerd him singing an outlandish hymn in heathen language afore one of them sarprints". The only words of the chant he could remember, he informed the court, were "Ta rara boom de ay."

On one occasion, Harley was so unfortunate as to stir up a yellow jackets' nest. The spies were too far distant to see the cause of his frantic efforts to divest himself of the wicked little pests, and jumped at the conclusion that he was undergoing a paroxysm of insanity. In fact, every little incident was tortured into evidence of madness by the inflamed imagination of those who had witnessed it.

The evidence in favor of the mental unsoundness of the prisoner seemed to be conclusive, and the judge was about to render a verdict in accordance, when Harley sprang to his feet and asked to be heard. The sheriff remonstrated and endeavored to pull him to his seat, but the judge interposed, saying:

"It won't do no hurt to hear what the young feller has to say. Let him talk."

Harley began by telling who he was and the nature of the business he was engaged in. He expatiated in glowing terms on the excellency of Horned Toad tobacco—describing it in glowing language and the grace of oratory acquired in the Totenville debating club, the sun-kissed isles where the product grew, and detailed all the different stages it passed until it was turned out in Horned Toad plugs; delicious and stimulating and the best chewing tobacco ever sent to solace mankind. He represented it as being masticated by all the great statesmen, lawyers, ministers, poets and painters of the day.

"But, my honest friends of Cohoon county," he said, "you have lived here isolated from the world; ignorant of the existence of this delicious and satisfying brand of tobacco. Your storekeepers have for years palmed off on you goods that are only chewed by the lowest class of people on side of your county. The kind hearted manufacturers of Horned Toad, whose wealth amounts to millions, sent me down here at great expense to bring this article to your notice. Instead of thanking them and going to your dealers and demanding Horned Toad, and taking no other, you arrest me as a lunatic and falsely and maliciously imprison me. Do

I look like a lunatic or talk like one? Is it not a fact that some of your tobacco dealers, not wishing you to hear of this great tobacco, have hatched a conspiracy to stop my work and used you as tools to carry out their design?" He then proceeded to outline modern methods used in the exploitation of tobacco and other merchandise, and observing by the expression on the judge's face, that he comprehended and that he understood that a grave mistake had been made, he became bold and defiant. He raised his voice and expanded upon the great wealth of the corporation he represented; their anger and wrath at the treatment of one of their employees and the untold sums they would spend to prosecute criminally those who had caused his arrest, and the egregious damage to be wrested from the county for his illegal incarceration. As he dilated

glaring colors, which remains to this day. Young Vance returning to his work and the people to their homes in different parts of the county, the latter carrying with them an exaggerated report of the proceedings, and spreading it as they went. The male portion of the community did not neglect to stop at the cross roads groceries and upbraid the proprietors for their nefariousness in the matter of the inferior quality of the tobacco kept in stock, and warned them that unless Horned Toad was at once put on sale their patronage was lost.

In another week Harley had completed his work and was on his way to the city. Upon his arrival he found a perfect ovation awaiting him. Both Mr. Push and Mr. Drive and also every attache of the establishment cordially welcomed him and congratulated him upon his success.



GEORGE H. HOUCK.

and enlarged upon the confiscation of property and other dire misfortunes that would follow the threatened suit, which he informed them would be brought in the Federal Court at Washington, consternation seized the taxpayers. He was summarily dismissed, and the county officials gathered about him and strove to mollify him and induce him to forego his intention of prosecution. At first, Harley was seemingly inexorable, but he finally agreed to refrain from mulcting the county, provided the authorities would give him the privilege of painting a legend reciting the excellency of Horned Toad tobacco on the court house wall immediately above the judge's bench and one above the door on the outside. This, they readily and willingly acquiesced in, and after distributing his entire supply of highly colored printed matter among the crowd he proceeded to paint the sign in

Harley did not at all understand the demonstration of enthusiasm, but wisely kept his own counsel and awaited developments, which soon came. Immediately after the trial, orders had begun to flow in from Cohoon county, and had continued and increased. Commercial travelers passing through that country heard the story of the arrest, trial and its outcome, and had carried the tale abroad considerably embellished and enlarged upon it. The newspapers had got it and it went the rounds, and the incident was talked of and laughed about in every hotel and on every railroad and steamboat line traversing the country. The affair was commented upon as a shrewd advertising scheme by knowing business men, and every word spoken or printed regarding the circumstances gave the tobacco just that much more publicity. The manufacturers wrote the advertising agents a let-

ter, highly eulogistic of their services and their success in Cohoon county; especially as a mark of their appreciation gave them charge of their entire advertising business in the West.

Push & Drive attributing the results secured solely to Harley's shrewdness, added a handsome present to the compensation agreed upon.

As Harley's efficient work had convinced them that there was great possibility in publicity by paint and poster in the hands of a capable man, they established a department devoted to this form of advertising, and put Harley in charge of it at a good salary.

When Fannie Scott was told of Harley's success she was not surprised—the only wonder to her was that the world had not discovered his great talent before.

But a few months elapsed until the firm discovered that they had a treasure in their new employe, and advanced him accordingly.

At Christmas he made a visit to his home and admiring friends at Totenville. Fannie was with him. It was their wedding trip.

#### CLEVER WORK.

John F. Otting, the hustling Newport (Ky.) bill poster, recently engineered a most ingenious deal, which he carried to a highly successful termination at considerable profit to himself.

Political campaigns had been more or less heated in the past in Newport, but the bill poster had profited little from the contention. The Republicans would put out a few one-sheets in the interest of the entire ticket. This move would be followed by the Democrats with a similar poster, and that ended it as far as the billboards were concerned.

At the beginning of the recent campaign Mr. Otting resolved to change the existing order of things. So picking out the most prominent candidate for his purpose, he proceeded to the printing office of Hennegau & Co. and ordered, entirely at his own expense, a 24-sheet stand, announcing his man's name and the office he was running for. This was all he had on the poster, but the letters were big and imposing, and an attractive border lent it a handsome unity.

He put it up on one of his best boards and then started after his man, his purpose being to surprise him and then quote him a price on ten, fifteen or twenty, as the case might be.

Before he got twenty feet away from the board he was called back by the opponent of the man he had billed and secured his order for ten stands, 60 days' showing, at association prices.

The first man then went the other five better, and ordered fifteen stands on the same terms.

Other candidates trailed in, and both parties went poster mad. Otting's boards were soon all taken, and he was working day and night on new ones in order to meet the demands of the politicians and take care of his theaters.

But try as he would, he could not keep up with the demand, and finally had to refuse not only stands, but even sniping. He simply had out every sheet that the town would hold.

And the moral of it all is, that a bill poster's head will earn more money than his muscle if he will only give it a chance now and then.

We know of several bill posters who could follow Mr. Otting's example with much profit to themselves, but we "ain't naming no names jest now."







& Co. He came to America on this account, and, marrying an American woman, he became a citizen of the United States. He was with the Appletons seven years. He has exhibited in the Royal Academy, London; the Salon, Paris, and in New York, Boston and Philadelphia. He is a member of the Grolier Club of New York, and the Ex Libris Society of London. It was while making illustrations of Paris for an American magazine that Mr. Rhead's attention was first called to poster work. He visited Grasset's exhibition held in the Salon des Cent. He was greatly impressed by its possibilities. He saw an admirable opening for such in this country. He had at last found his true vocation. Returning to America, he tried his hand at artistic posters for different houses. Two years ago he held an exhibition at the Wunderlich Gallery, New York, which elicited the congratulations of the most prominent artists in this country. Since that time he has been engaged constantly on poster work. His work shows the influence of Grasset. He does not essay the comic, the vulgar. His faces and figures are of singular beauty, and his work is growing better with each design. Mr. Rhead lives in Prospect Park, Brooklyn, and his studio is unusually attractive, being filled with curios and bits of artistic work.

Will Bradley's work is widely known. He has assimilated undoubtedly the manner of Aubrey Beardsley, though he is more refined in his subjects and even more elaborate in his treatment. He is partial to long curves and startling swirls, often beautiful as well as unintelligible. His best work in the poster line was done for the *Chap Book*. He was born in Springfield, Mass., and at present he is publishing a magazine called *Bradley, His Book*, in which his theories of decorative art are expressed.

With the exception of Edward Penfield, the most promising poster designer of this country is Miss Ethel Reed, a young New England woman, whose work has attracted attention not only in the United States but in England and France as well. Even the masters of the affiche recognize her as an equal. Her work is original in conception, strong and sincere in treatment and free from all restraints of conventionalism. Her lines tend toward the beautiful, at times the ideal, and her designs are antithetical to the grotesque and often the lascivious posters of Aubrey Beardsley. Miss Reed was born in Newburyport, Mass., and lived in that quaint old town until five or six years ago, when, with her mother, she moved to Boston.

Among the well-known illustrators who have turned their attention to the development of the poster may be mentioned George Wharton Edwards. He is as versatile as Mr. F. Hopkinson Smith. His two books, "Thumb Nail Sketches" and "Rivalries of Long and Short Codiac," are favorably known to the lovers of good literature. The diminutive sketches that accompany the text are as delightful as the stories themselves. As a painter Mr. Edwards ranks deservedly high. He has designed a number of posters for the *Century*, pleasing in their color effects and the decorative beauty of their lines. The West has a number of artists devoting their time to the poster, prominent among whom are Denslow and Carqueville of Chicago, and Nankevell and Florence Lundborg, of San Francisco. Miss Lundborg designed a series of eight posters for "The Lark," which were of a high order of merit. She is thoroughly original in her designs. Among other designers of pictorial poster may be mentioned Lucie Fayette Bragdon, Harvey Ellis

Kenyon Cox, Arthur W. Dow, Edwin A. Abbey, Henry McCarter, H. W. McVicker, T. B. Meteyard, Charles Dana Gibson, Robert W. Chambers, Frank Hazenplug and Maynard Dixon. With so many bright, original and earnest artists enlisted in behalf of its advancement, the future of the American pictorial poster is assured. —John Northern Hilliard, in *The Home Magazine*.

### Savannah Needs a Bill Poster.

For several months BILLBOARD has, at frequent intervals, received complaints of the wretched service at Savannah, Ga. Advertisers write and write, and they get no replies. They send paper, and can never discover if it has been posted. Reports from people on the spot indicate that there are something like a dozen boards in the town belonging to individuals, which are rented to the opera house for annual passes. Aside from these few boards, there are none in the city. Here is a fine chance for an up-to-date bill poster and sign painter to pick up one of the finest cities in the entire South and make a big thing out of it. The city has a population of from fifty to sixty thousand, and is a very important seaport and the terminal of a number of railroads. An advertising sign painter who was there recently tells us that there are acres and acres of vacant space in the city, which the proper man should be able to secure at his own price, or no price at all for the most of it. The bill poster there is not an association member, and the new man, if he puts up the proper plant, could undoubtedly secure the association franchise.

### THE CAMP FIRE

(If the "Vampire" kicks, Kipling can sue if he feels like it.)  
A man there was and he wrote a poem  
(Even as you and I!)  
Of a drab and a job and a Hindoo dome  
(It scared the critic away from home).  
For he painted his landscapes all in chrome,  
(Not as you and I!)

Oh, the words he used and the oaths he used,  
And the jungle junk he jawed!  
The public never had heard it before  
(but they thought it was great and they howled for more).

And every one how hawed.  
A man there was and he wrote and wrote  
(Even as you and I!)  
He got as perk as a yearling goat  
(For rule and school he cared nary a groat).  
And every one studied his line to quote,  
(Even as you and I!)

Oh, the toil we lost and the spoil we lost,  
And the lovely plots we planned!  
And the stuff that delighted his publisher's eye  
(Now we know that they never knew why),  
That they did not understand.

The man was sent by a paper to Greece  
(It wasn't you or I!)  
At a dozen thou per month, if you please  
(Just to keep his inky pyjamas in crease),  
And as he sat in Crete to write his piece,  
(Not as you or I!)

But it ain't the work and it ain't the shirk  
That stings like the prickly heat.  
It's thinking of him and Stevie Crane  
(Oh, the crimson crash and the blood-red rain!)  
If they should ever meet!

—New York Press.



VIEW OF THE NEW YORK BOULEVARD.  
Appropriately decorated by La Tour.

## PRINTED LISTS

BY SAM W. HOKE.

One of the hardest jobs for some bill posters is the writing of letters, or, in fact, writing of any kind. And bill posters are not the only people who dislike to take their pen in hand. There is a certain drudgery in the work that causes many business men to put off the letter till the last minute. This is one of the reasons that advertisers find it so difficult frequently to get any kind of information from a bill poster, and is a reason for the frequent inability to secure lists of locations of their posters.

It is all very well to say, "Get a stenographer and a writing machine, and thus escape this drudgery;" but the large majority of bill posters haven't hundred dollar bills lying around loose with which to buy writing machines, and even if they had the machine the expense of a stenographer is another barrier.

For this reason bill posters should supply themselves with numerous blank forms that can be used to advantage in the daily routine—such as BILLBOARD has furnished samples or models of in the past.

One very important piece of printing I do not remember seeing printed, though it might have been overlooked by me. This is a printed list of your billboards, naming the street each board is located upon and the nearest intersecting street.

This list is valuable for enclosing in all your correspondence when soliciting work, and is an absolute necessity when the work is done, from the ease with which the list can be checked off and sent to your customer. No delay, no worry, no writing at all, except addressing an envelope.

But the good feature is, that with these printed lists, there is no delay; your customer is not wondering if the posting has been done, because he has the list before he has time to begin worrying.

This printing can be made as expensive or as cheap as individual taste or necessities may dictate; and while this suggestion is intended more for the smaller bill posters, the plan works well with the largest.

Mr. Robert Campbell, of the American Bill Posting Company of Chicago, has such a list as I have in my mind's eye, and in his case it is almost as large as a bed quilt; and many is the time that the advertiser who gets this list looks it over and wonders if he wouldn't be better off if he just about doubled the amount of paper for Chicago. Of course, no bill poster would ever think of putting in all his billboards when writing out a list for an advertiser; and thus you see the printed plan is not only a convenience, but often pays for itself many times over in increased orders.

I have no authority for saying so, but I believe Mr. Campbell would be willing to send a copy of this list to any bill poster.

## ADVERTISERS!

### ONE WORD PLEASE.

Over three thousand copies of this issue (or to be exact, just 3,194) have been mailed to prominent advertisers throughout the United States and Canada. We had several objects in view in doing this sampling on such a large scale, but to be perfectly frank, the principal one was to show the larger advertisers, both wholesale and retail, what THE BILLBOARD is, and to afford those who wanted exact and unbiased information regarding the virtues and strength of bill posting, distributing, sign painting and exhibiting, an opportunity to subscribe.

We have extended similar opportunities in the past. Candor compels us to state that our repeated invitations have not met with the responses that we expected. We have intimated that while the subscription price of THE BILLBOARD was \$1.00, the information that could be gleaned from our columns in the course of year was worth \$100. We presume that we offered too much for a dollar. At any rate hungry, rapacious and unscrupulous hordes of advertisers failed to take advantage of our confiding inexperience. To tell the truth the self-denial evinced by advertisers in refusing to enrich themselves at our expense has been positively touching. It has convinced us that the American advertiser is a very conscientious individual.

As we do not want to be behind him in honesty of purpose, we have made a careful estimate of the bottled-up wisdom and advice which we intend to offer for a dollar during the ensuing year, and we find the value of it is only \$99.

Of course, even that is a whole lot for a dollar. We realize it ourselves. Still we do not want anyone to hesitate about accepting our offer in the belief that in doing so they would be ruthlessly stripping an innocent.

We are overstocked with advice; in fact, the simple truth is we are long on advice and short on subscriptions from advertisers.

Among bill posters we reach practically every one in America.

Among distributors (by which is meant men who make a business of the house-to-house distributing of samples, booklets, almanacs, etc.) we also reach practically every one in America.

Bulletin painters, all without exception, subscribe for THE BILLBOARD, and most of the traveling and itinerant fence, sign and rock painters read it regularly.

We have many subscribers among permanently located sign painters.

Every manager of an agricultural fair, food show or trades exposition finds it indispensable.

It is only the advertiser that holds aloof and he is the very one we want most of all.

We must have him, not as the chance reader of an occasional sample copy, but as a regular, fully paid-in-advance subscriber.

We are going after him now in earnest—going after him right. We are going to make it worth his while to subscribe. We intend he shall give us his subscription eagerly not reluctantly.

We invite all advertisers to send for our grand special offer to advertisers. Your address on a postal will bring it. Write to The Billboard Pub. Co., Cincinnati, O.

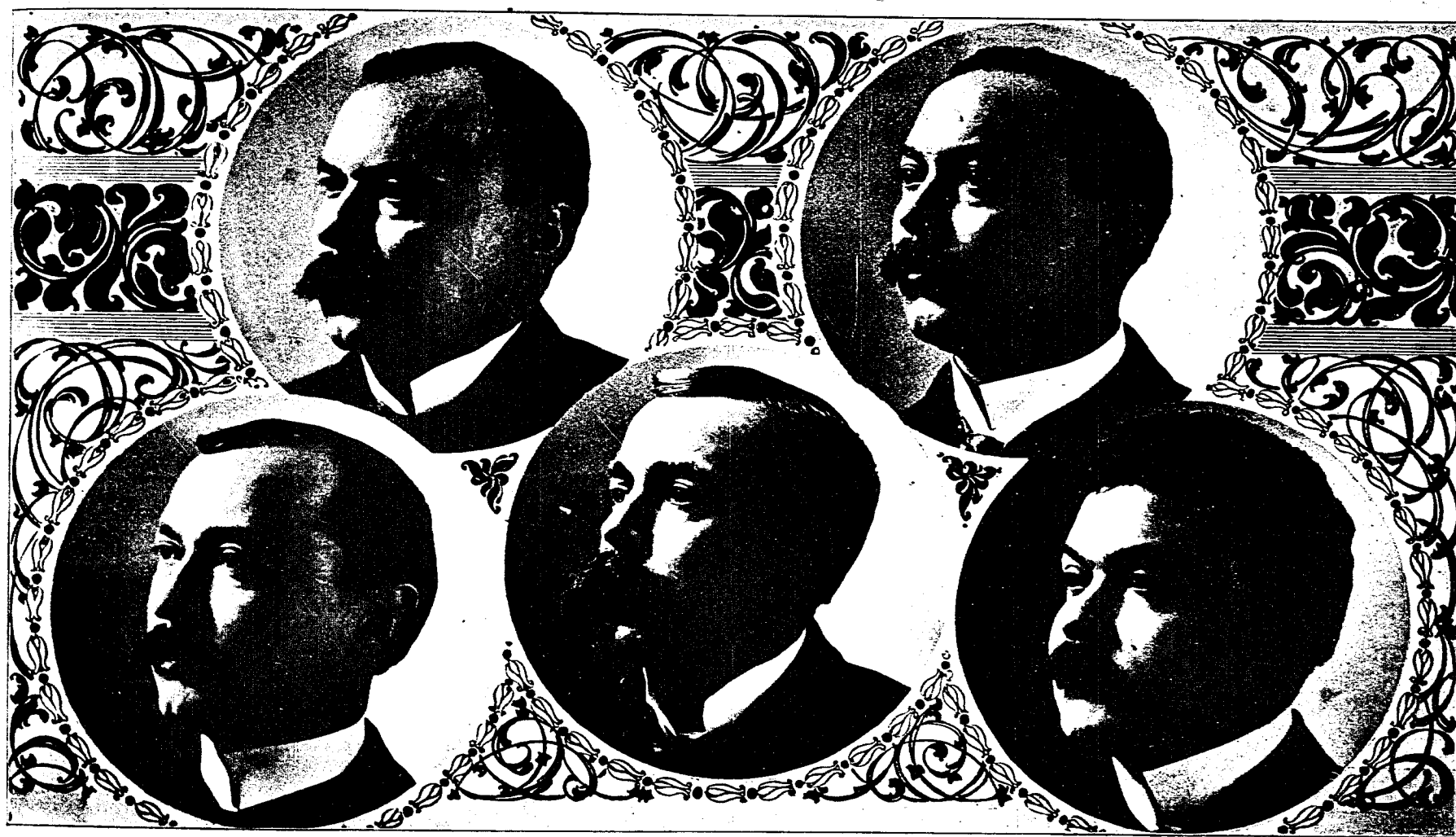
The man who indulges in a single advertisement, and then rails at the returns, is like the boy who studied law for two days, and then said: "The law ain't what it is cracked up to be; I'm sorry I learned it!" —Plumber and Decorator.

## RINGLING BROS.

Through the kindness of the Donaldson Litho. Co. we are enabled to present on this page the latest and best portraits of that famous quintette of brothers, the Messrs. Ringling, proprietors of Ringling Bros'. World's Greatest Shows.

There exists no more extensive user of billboard space under the sun than this tremendous amusement institution. Their printing contract is prodigious. Last year it approximated \$128,000 for posters; as much more was spent for heralds, couriers, booklets, programmes and other matter for house-to-house distribution, to say nothing of cloth banners, dates, excursion bills, newspapers, etc.

It will be readily seen, therefore, that as their season is of but six months duration they are the heaviest advertisers in



## RINGLING BROS'. WORLD'S GREATEST SHOWS.

### Committee on Internal Affairs:

Mr. Chas. Ringling, Mr. John Ringling,  
Mr. Alf. T. Ringling, Mr. Otto Ringling,  
Mr. Alf. Ringling, Chairman.

### Committee on Appropriations:

Mr. Alf. T. Ringling, Mr. Otto Ringling,  
Mr. John Ringling, Mr. Alf. Ringling,  
Mr. Chas. Ringling, Chairman.

### Committee on Ways and Means:

Mr. John Ringling, Mr. Alf. Ringling,  
Mr. Otto Ringling, Mr. Chas. Ringling,  
Mr. Alf. T. Ringling, Chairman.

### Committee on Foreign Affairs:

Mr. Otto Ringling, Mr. Chas. Ringling,  
Mr. Alf. Ringling, Mr. Alf. T. Ringling,  
Mr. John Ringling, Chairman.

There—we believe we are the first to convey to the public a definite idea of how the greatest show in the world is managed. Couple with this the fact that each and every member of the firm is a past master in the intricate art of advertising, make due allowance for their bold and daring

All attempts to relegate any one of the remarkable gentlemen to any one of the departments of their gigantic institution must prove failures, because no one separately conducts any one department.

They have individuality in plenty, and their capacities and abilities do run to specialties, but they are always like a deliberative body, working as a committee of the whole.

It occurs to us just here that in this manner may be set at rest much controversy over the special attributes of each. For instance, we will suppose that each of the principal departments is managed by a committee, in which case the various committees would be made up exactly as follows, viz:

### Committee on Finance:

Mr. Alf. Ringling, Mr. Alf. T. Ringling,  
Mr. Chas. Ringling, Mr. John Ringling,  
Mr. Otto Ringling, Chairman.

aggressiveness, and it is easy to discern the cause of their complete and enviable success.

## GRAND

### Siebe & Green's Location List a Work of Art.

From time to time during the last two years Messrs. Siebe & Green, the modern bill posters of San Francisco, have inaugurated departures more or less new, and startled their fellow-craftsmen and advertisers alike with innovations and surprising evidences of aggressive enterprise, but this time they have fairly outdone themselves.

They have issued an illustrated location list, which is a perfect marvel of artistic excellence. It has been compiled at an

is bound in an illuminated and embossed cover.

It is illustrated with 78 half-tone cuts, ranging in size from 5½ x 8 inches to 5½ x 15 inches. These cuts depict everything that the advertiser can possibly want to know about Siebe & Green and their business. There are cuts galore of fine boards, big boards, high boards, and especially of boards occupying splendid locations.

Then there are cuts of the offices, office force, bill posting crews, carpenters' crews, sign painting crews, the firm's mascots and finally of the well-known members of the firm themselves.

We cannot commend the work too highly. We wish it were possible for every bill poster in America to see a copy, but as the books cost over a dollar apiece this, of course, is not to be considered for a moment.

expense that would make the ordinary bill poster stand aghast, but it is positively the handsomest thing of the kind that has ever been dreamed of.

Very creditable lists have been issued by firms in the past.

J. F. O'Meara got out the first really notable one. Then Donnelly, of Boston, went him one better. Then Sam Pratt surpassed Donnelly's effort.

But Siebe & Green's magnificent brochure completely distances them all. There is simply no comparison between it and any previous effort in this line.

It stands alone—a distinctly original conception, a delightful and refreshing novelty and a beautiful testimonial to the genius, pluck and daring of Siebe & Green.

The book is from the press of the Louis Roesch Co., of San Francisco. It is beautifully printed on the very finest of super calendered paper, of the highest quality and finish. It consists of 138 pages, each 7½ x 10½ inches in size, and

They will be scattered lavishly among advertisers, however, and many bill posters in this wise will get a glimpse of it.

We will send ours to any responsible bill poster who will remit the postage, six cents in stamps, and agree to return us the book in good order. Possibly Siebe & Green may pursue a like course with a few copies.

### According to Circumstances.

"Before Miss Thingleigh's father made his fortune, she used to be long and lanky."

"Well, has she changed?"

"Oh, yes. Now she is divinely tall."

### An Averted Tragedy.

"Draw, draw! Caitiff! Craven! In the name of chivalry, draw! But stay, perhaps he cannot! Perchance he is an impressionist!" (And the Knight departed on his way.)



## ENGLAND.

*The Rialto* of October 23 takes another fall out of Robert Youde in this wise:

A correspondent has favored us with a copy of *The Bill Poster*, dated November, 1891, from which we have gleaned some very interesting details of the career of Mr. Robert Youde. Mr. Youde has lately been introduced to our readers as the moving spirit in a gigantic scheme, having for its object nothing less ambitious than the acquisition of a monopoly of the bill posting trade of the United Kingdom. We have not entered into a consideration of whether or not such a monopoly, if based upon fair principles of amalgamation, would be a good thing. All that we have concerned ourselves with is the suitability or unsuitability of Mr. Youde to bring it about, seeing that it is a step involving an enormous sum of money. The preliminary syndicate has already been formed, but the public have not been invited, so far, to subscribe to its capital of \$500,000. As far as we can gather, the company which is to be eventually floated by this syndicate is to have a capital of two and a half millions. The magnitude of the operation is, therefore, apparent. We have already criticized the methods adopted by Mr. Youde and those associated with him, notably Mr. J. J. Bennell, late secretary of the Bill Posters' Association, and erstwhile an official of the Band of Hope. Our present object is merely to demonstrate that Mr. Youde is not a fit and proper person to attempt a big financial deal such as that to which his ambition soars. This can be most effectually shown in Mr. Youde's own words. He has the misfortune to be at the present time an undischarged bankrupt. He defaulted as long ago as 1891, and in his statement of affairs gave the following extraordinary account of his career, as reported in *The Bill Poster* and other journals at the time:

"I commenced business about 1879 as a grocer at Newtown, Disley, with \$750 capital. In 1881, I also began to deal in boots and shoes at the same shop. In 1884, I entered the employ of my brother, who was a bill poster in High street West, Glossop. My wife continued to manage the business at Disley until 1885, when it was given up, and I removed to Clarendon place, Hyde, where I started as a bill poster with \$100 capital. In 1887, I formed the business into the Hyde and District Bill Posting and Advertising Company, Limited. It had cost me \$2,500 for hoardings and \$1,650 for good will. The share capital consisted of \$10,000, in \$25 shares, fully paid up. I received \$7,500 in cash and \$2,500 in shares. I became manager and secretary of the company. I advanced \$750 to work the business, and guaranteed 10 per cent. dividend for five years. A sum of \$1,750 of mine is now deposited at the Joint Stock Bank as security for this guarantee. During the last three years I have assisted in the promotion of bill posting companies at Chester, Lancaster, Eccles, Manchester, Bolton, Preston, Warrington, Widnes, St. Helens, Bootles, Birkenhead, Altrincham, Gorton, Oldham, Middleton and the Isle of Man. Early in 1889 I assisted in the promotion of *The Glossop Advertiser*. I took 300 \$5 shares, fully paid up. Early in 1890 I commenced to lend money out at 29 Water street, Hyde. I purchased the recipe of Harrop's Soothing Syrup for \$500. I have spent \$7,000 in advertising it. The manufacture is carried on at the works near the station. I carried on the Harrop's Soothing Syrup business under

the name of 'John Harrop.' In March, 1891, I purchased three mineral water businesses at Hyde for \$1,000, \$2,500 and \$3,500, respectively. I amalgamated them and carried them on for about a month at Simpson street, Hyde. After spending \$5,500 on the concern I sold it to the Hyde, Denton and Glossop Mineral Water Company, Limited, for \$15,000, of which I received \$9,000 in cash and the balance in shares. About October, 1890, I entered into partnership with George Edward Cox in a money lending business at Whitfield, Glossop, under the style of Youde & Co. I put in \$700 and Cox the same amount. Articles of partnership were signed. The business is still going. There are no liabilities in connection with it. Over \$500 will be due me."

In explanation of the cause of his failure, the debtor adds:

"I have invested in shares \$25,000, which at the time were easily saleable and worth at least par. These shares will in a short time be saleable at a premium. All the shares, with one or two exceptions, are bearing good dividends, from 4 cent. to 10 per cent. I have borrowed money on demand at short notice, and being called in have been unable to realize in time. I have attempted financial operations that were beyond my scope. About October, 1889, I took 1,270 shares in *The Oldham Advertiser* Printing and Publishing Company, Limited, the paid-up capital of which was \$17,000. I also lent the company \$1,800. The company is in liquidation, and the assets will be insufficient to pay the creditors. I have invested \$7,500 in Harrop's Soothing Syrup for Children, and have had a return of \$1,000 only. I have invested \$23,000 in my property opposite the station and at 27 Water street, Hyde, and have mortgage of \$8,850 only. The property is well let."

The foregoing statement hardly needs comment, and we shall leave it to our readers to consider, merely repeating, for the sake of emphasis, if such emphasis be needed, this one significant sentence: "I have attempted financial operations which were beyond my scope."

## AL. G. FIELD.

If there is anywhere a whole-souled, royal good fellow, Al. G. Field is that person. We are indebted to his printer, The Donaldson Litho. Co., for the portrait which we present on another page.

In private life he is Al. G. Hatfield. When a *nom-de-guerre* became necessary for professional purposes, Mr. Field, with characteristic drollery, simply took his "hat" off.

Al. G. Field's Big Minstrels is now generally acknowledged to be the biggest and best minstrel company in the world. It is the best billed theatrical attraction in America, and needs no extended notice at our hands.

Lack of space also prevents our dwelling at length on the interesting career of Mr. Field himself. We should like to recount his experiences back in the days when he was a circus agent, and back even before that, for he has wielded the brush himself, and is proud of it.

L. H. Ramsey, of Lexington, Vice-President of the A. B. P. A., just to be brotherly, has started an opposition to Heverin Bros., at Louisville, Ky. The latter are also members of the association.

President O'Mealia, denies with vigor and some heat that he has sold out at Patterson.

## POSTERS A L'AMERICAN.

We want to say something about posters because there are posters and posters, just as there are dogs and dogs, and a great deal of eloquence has been expended on the subject, which in some instances requires to be corrected and in others to be expunged. We have no desire to sit in the chair of the scorner and point out the sins of lithographers and artists, because we are acquainted with the difficulties of producing a poster which will please all the carping critics, including ourselves, but we feel that we must open the safety valve about posters for our own benefit if for no other reason.

For the sake of brevity and clearness we divide posters into four styles—the French, the English, the nondescript and the American, and let it be understood at the start that although the American comes last in this order it comes first in merit. These are arbitrary names, of course, and are used simply to represent the prevailing sentiment about posters. We have frequently pointed out the absurdity of making a French poster for an American public. It would be just as sensible to portray Uncle Sam in a dyed French imperial, with the ends of the mustache bristling like bayonets instead of his familiar old chin whiskers, and expect the people to rejoice in the change as a great improvement. The mental and moral composition of the two peoples is so different that the influence to which the Frenchman responds quickly finds no lodgement in the mind of the American at all. It is conceded, of course, that the French poster expresses a more delicate and graceful art, and takes first position when viewed from this standpoint. For this very reason it succeeds in Paris and fails in New York. The Frenchman wants art first. The American gives art a secondary place only. The gay Parisian delights in the tip-toe style of poster and uses his wasp-waisted fairy to advertise anything from the students' ball to the last edition of *Le Chretien*, but the American prefers his poster girl in a tailor-made suit, with her feet on terra firma rather than dangling in the air.

Perhaps the swarms of artists who go to and come from Paris are responsible for the attempt to indoctrinate the American people with art as it is known in the French capital. But, as a rule, they are impractical, and in this instance have not taken into account the mental complexion of their nation. It is becoming apparent, however, that what is sauce for the goose is not sauce for the gander; in other words, that the American people are evolving a poster which will be characteristic of themselves when it has reached its full bloom.

The English poster comes much closer to our own, but is much inferior to it in snap and there is absolutely none of the delicate handling seen in the French. The English poster is too realistic. It is generally dull. It often happens that an American poster is bright enough to interest a group of men and create discussion or comment. The English, on the other hand, would be stared at without suggesting a comment at all. This illustrates the difference. The English, however, are showing great adaptability to American ways, but they take lessons from no other nation.

The nondescript poster is a half-breed between the American and anything else you can imagine. It has no features by which it may be classed, and has none of the virtues of any of the others at all. The *Sun* would probably call it a mug-

wump. But any name is good enough for it. It is usually a bizarre affair, which seems to be striving at a combination of many things, but the most careful scrutiny fails to reveal any point worth considering. In fact, the very article it is designed to advertise is often hidden in obscurity by the general plan of the whole. It is fast disappearing before the all-conquering power of the genuine American poster.

And this one is coming to the front by leaps and bounds as a thing of value and interest, and even of beauty. It is the natural expression of the American character, and embodies their ideas of pleasing effect and commercial utility and value. It does away entirely with the airy style of figures in the French art, and avoids the other extreme found in the English. So that when a figure is shown it is real, not fancy, and is invested with the artistic quality of expression in form and movement. The color, too, in the best posters is invariably good, better than that of the French; and we suppose some people feel like knocking us down for expressing such a heresy, but it is so. The feature of the American poster which stands out pre-eminently is the originality of the idea. In this respect it far surpasses any of the others mentioned, and makes one feel that there is an inexhaustible supply of them. They are, in almost every case, bright and suggestive, and the way they are brought out by the drawing and workmanship makes them incomparably the best posters for the end in view.—*Art in Advertising.*

DONNELLY,  
PAID THE FREIGHT.

The following is from the Boston Sunday Globe, of November 7th.

The new station at College Hill has for a year been a source of pride to Tufts college students, and when the ubiquitous advertising man put up a big billboard on the other side of the track, a wail went up from the students, and with it a vow of vengeance.

Tufts won from Bowdoin yesterday, and her students felt particularly joyful. They resolved to celebrate—with a vengeance.

About 8 last evening the college bell started a mysterious ringing, and men sprang up from all sides as if by magic. Armed with axes, they started for the station, and in a very few minutes the offending 100 feet of advertisement was laid low and broken up.

A section at a time the obnoxious lumber was carried out to the road and up to the highest point of College hill. Here a huge pile of wood, thoroughly soaked with oil, had already been gathered, and the burdens were gently laid upon the top and the whole set on fire.

All the while the college bell was ringing, bringing people from all the surrounding districts to the best celebration at Tufts since Harvard's defeat at baseball in 95.

The only trace of the billboard left this morning is a heap of ashes at the crown of the hill, and down beside the station a smaller signboard left for luck which bears the legend—"Tufts 20, Bowdoin 8."

A 'great' newspaper indeed to covertly endorse in this wise the vandalism of a parcel of unlicked college cubs.

The new building of the Enquirer Show Printing Co. is splendidly arranged



AL. G. FIELD.



# THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business departments to  
THE BILLBOARD PUBLISHING CO.  
Subscription, \$2.00 Per Year, In Advance.

ADVERTISING RATES:  
Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17, Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donalson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

## DECEMBER 1st.

We extend herewith a hearty Christmas greeting to all our readers, and especially to the American Advertiser. God bless his enterprising, progressive soul, whoever he is and wherever found! We wish him a Merry Christmas and a Happy New Year. He deserves both. It is the mission of THE BILLBOARD to help him—to aid him with hints and suggestions. That mission we have steadily and conscientiously endeavored to fulfill for well-nigh four years now, and we feel that we have earned the right at this season to extend him the compliments of Christmastide. We have helped considerably. Four years ago almost anyone could dogmatically state "the daily paper is the best of all advertising mediums," and the assertion would go practically undisputed. But to-day things are different. Spring the weather-beaten old chestnut in any modern office now, and nine times out of ten you will not only get an argument, but a good, clean knockout along with it.

O'ERWEENING modesty will not prevent our appropriating our share of the credit for bringing the change about, nor will egotism hinder our acknowledging the effect of other influences. We were the first to challenge it openly. Ours was a puny lance in those days, but we battled valiantly and as best we could. The exercise was wholesome. We have thriven exceedingly. When first we entered the lists we could not boast of a single retainer, not even a squire; but now we lead an army. It is composed of discerning, thinking men, who realize that the tendency of the daily paper toward lower and lower prices has thrown an undue share of the burden and expense of publication upon the advertiser. They have rebelled and enlisted under our banner. In the camp of our adversaries there is much murmuring and discontent, which presages further defections and desertions. The best that can be said of the daily newspaper to-day is that it still pays some advertisers.

We are preaching the new gospel—the efficacy of bill posting, distributing, sign painting and exhibiting. Take any argument you have ever heard advanced in favor of newspaper space and it is applicable to bill posting. "We cover the entire field." Does it cover one-tenth part as thoroughly and completely as the billboards? "Keeping everlastingly at it brings success." Which, being interpreted, means, keep your ad in the paper constantly; advertising is reiteration. Can any newspaper, can any number of newspapers, give the ceaseless, tireless repetition that the billboards yield? Can they give as much reiteration in a month as the boards afford in a day? Never. And so it is all the way through the long, almost endless line of stock arguments. The fact is, that posters are prompter, surer, better and infinitely cheaper than newspapers. The average retailer pays for circulation in localities so remote that never, by the wildest chance, can he hope to benefit from it. With posters he can bill only that locality, that city or that portion of a city which is tributary to his store. Posters, both for the national advertiser and the retailer, are in every way superior to newspapers.

BUT you say we cannot use exhaustive arguments on posters. Ah! Now you have struck their one and only limitation. But there is where distributing or house-to-house work comes in. It is the natural complement of bill posting.

There is no line of argument too extended, no schedule of prices too long, no list of testimonials too many to be incorporated into a pamphlet or booklet. Perfecting presses print them, folding machines bind them and mechanical appliances render them just as cheap in point of production as newspapers, without the added cost of telegraph service, news gathering, editorial brains, etc., which was formerly borne by the subscribers, but now falls on the advertisers. Then there is this advantage, also: When your booklet is in a person's hands you have that person's whole and undivided attention, and you can hold it just as long as you interest him. When your ad is in a paper, it is only one of hundreds of others, all clamoring for recognition like brokers in a grain pit. Think it over, and then look into the service which has been provided by the International Association of Distributors.

We advocate sign writing, too. In its simple form it needs no argument. Every one utilizes a sign. Wholesale merchants and retailers, manufacturers and professional men, even doctors—all use signs. Universal usage denotes universal acceptance. Hence their utility goes without saying. There are complex forms, however, which are finding favor with advertisers, and, of course, they make the publisher wince. We refer to bulletins, mural signs, rock and fence painting, window placards, etc.

## THE BILLBOARD

To all intents and purposes they are all hand-painted posters, each with its peculiar advantages and individual force.

Exhibiting, also, we uphold in all its varying phases, from primitive window display down through the drummer's samples, sampling from house to house (which is distributing and exhibiting combined), and finally exhibits at fairs, expositions and pure food shows. We know bill posting, distributing, sign painting and exhibiting thoroughly. Do you? If not, we promise that you can glean many a timely hint and valuable pointer from our columns in the course of a year.

## THE OTHER SIDE.

There are always two sides to a story. While the *Rialto* opposes Mr. Robert Youde's big scheme to monopolize bill posting in the United Kingdom, there are not wanting other reputable papers who are fair, as witness the following from *Northern Finance*:

For many weeks past a London financial weekly has treated us to an exposition of what it styled "Impudence in Excelsis," and so on. In short, like a modern Don Quixote, it tilts at the big bill posting amalgamation which Mr. Robert Youde is endeavoring to form.

Now, we do not hold a brief for Mr. Youde, but we think it is a little uncharitable for the critics to base the bulk of their attacks upon him and his scheme, from the fact that he is an undischarged bankrupt.

We have interviewed some people of the highest standing in the trade, and they are unhesitating in their verdict that if Mr. Youde is an expert at anything it is the bill posting business; that his failure in 1891 was due to some connection with an Oldham newspaper, and that before he floats the proposed company he will purge his bankruptcy, and after realizing certain securities will show a clear balance of £20,000.

This combination business, whether in bill posting or textiles, seems to us bound to go on, and in the bill sticking line the question that occurs to our mind is, "Is Mr. Youde the right man to effect the combination?" Well, as to his ability in the business, we can hear no two opinions. In Liverpool, in particular, he has made himself famous for artistic bill posting and advertising, and the great hoarding he secured opposite the new post-office has, we are told, been the envy of the trade.

We may refer to the matter again; but pending the issue of the public prospectus, investors would do well to suspend their judgment.

If the thing goes at all it will be a big success—that seems to be determined by the promoters. The capital will be between £2,000,000 and £3,000,000; the concerns will be sold to the company at cost, and Mr. Youde will take as his remuneration a number of deferred shares.

There seems to be no doubt of final, ultimate and complete success for Mr. Youde. He has already secured thirty-three firms in London and 115 provincial towns in England.

In Scotland he has secured thirteen towns—all the important ones.

In Ireland he has secured fifteen towns—all there is—and controls absolutely the whole of Ireland.

In America Mr. Youde would be styled "a corking good hustler." We admire his nerve and pluck, and we send him

from this side a hearty Christmas Greeting and our best wishes for a Happy, Prosperous and Successful New Year.

Let there be an end to quarreling and wrangling during Yuletide.

That truckling hireling, the associate editor of the official organ, fell into the hands of some practical joker last month, with direful results.

Ordinarily, Bob Campbell clutches him by the neck, and holding him on his knee, after the manner of ventriloquists, forces his moon-shaped face to disgorge columns of machine made yawp.

When manipulated by Bob, his stuff, though dreadfully dull and mechanical, has meat in it, but when, as happened last month, a stranger gets hold of him, it degenerates into a meaningless jumble—a mere fecal gush of words.

If Campbell does not take better care of his props, one of these days some intelligent person will get hold of his doll and the paper is liable, in consequence, to print something original or interesting. You cannot tell.

Peace on earth, good will to men.

At this writing, our previous advice to the effect that the United Bill Posters' Association would go out of existence before the next annual meeting are confirmed by Mr. Jo Junk, of Cincinnati, who has just returned from England. Even now there is scarcely a handful of members left, as Mr. Youde withdraws his towns as fast as he acquires them.

We have written for reliable opinions, and if there seems to be the slightest prospect of anything like a representative gathering at Dublin next August we will resume our voting contest. It does not appear at present, however, that there is one chance in a thousand that the association will ever hold another meeting.

Mr. Robert Youde has started another bill posters' paper in England. It is called *Youde's Bill Posting Journal*, and is published from 6 Guardian Building, Manchester.

## SLOWLY BUT SURELY.

Just two years ago THE BILLBOARD suggested that the A. B. P. A. be incorporated. Last month it was incorporated.

Just twenty months ago THE BILLBOARD advocated a change of name for the organization. Last month the name was changed.

Just eighteen months ago THE BILLBOARD stated: "If the association is to have only one member in a town, it should at least endeavor to have the best bill poster for that member." Last month it became evident that this policy would be adopted.

Thus it will be seen that the influence of THE BILLBOARD is felt. Slowly and reluctantly the force of our arguments is admitted. Ridiculed at first, then weighed and discussed, and finally adopted. THE BILLBOARD leads. Others follow—away back in the rear.

Nowhere can so great a variety of display be found as upon the billboards. Every poster and painted sign possesses an individuality of its own—a distinctness that cannot be obtained on a newspaper page—*Display Advertising*.

A "gentleman," perhaps (?), but not a scholar.

## A Few Reasons Why Some Agents Should Discourage Posting in Small Towns.

BY SAM. W. HOKE.

To send a posting order to a town of 500 population is as simple a thing as to send an order to a city of a million; just the same thing, in fact. The difference, so far as the clerical work is concerned, is not perceptible. The difference in the money involved, however, is vast.

The agent or solicitor sends 15 sheets of paper to a village at 5 cents a sheet—75 cents. This gives him a commission of 12 cents.

Here are some of the things he does for that 12 cents: After a great deal of hard work he finds out if there is a bill poster in the town, and gets his name. We won't count that at all.

The solicitor starts out by writing an order (1), of which he makes a duplicate (2), the original to go by mail, the duplicate to go with the goods. An envelope (3), a label (4), and a tag (5) are addressed, and a shipping order (6) is made out for the shipping clerk. A letter press copy is made of the order (7), and this copy must be indexed (8) to allow of future reference. From this letter press copy the order is transcribed into the regular order book (9). In about a week, as nothing has been heard from the bill poster, it becomes necessary to jog him up a bit, and a postal is sent him (10), asking if he has received the shipment of paper, and if so, has he posted it. This is letter press copied (11) and the copy is indexed (12). Finally notice is received that the posting is under way. A record is made in the order book (13), and a notice sent to the advertiser (14), so that he may know "where he is at."

Pretty soon along comes a bill for the posting, and about seven times in ten no O. K. accompanies the bill. The receipt of the bill is entered in the order book (15), and the bill poster sent a postal card request (16) for the O. K. which he forgot to send. This postal is copied in the letter book (17), and indexed (18). Finally the O. K. comes to hand, the proper record is entered in the order book (19), and a bill is made out to the advertiser (20). This bill is copied (21) in the letter book, and indexed (22). It is then entered in the journal (23), and from there into the ledger (24). At the end of the month the advertiser is given a gentle reminder in the form of a statement (25), which is copied (26) and indexed (27). The bill poster in the meantime is credited with the 75 cents in the journal (28) and later in the ledger (29). Finally payment is received from the advertiser and entry of the fact made in the journal (30) and the ledger (31). When a check or postal note is made out (32) for the bill poster. A letter (33) accompanies the remittance, which must also be entered in the journal (34) and the ledger (35). To wind up the matter the final entry is made in the order book (36).

And thus is the 12 cents earned. These are 36 of the reasons why some editors and official representatives don't send more paper to the small towns.

And they are also reasons why many advertisers who do their posting direct neglect the villages.

## THE BILLBOARD

## MUNICH.

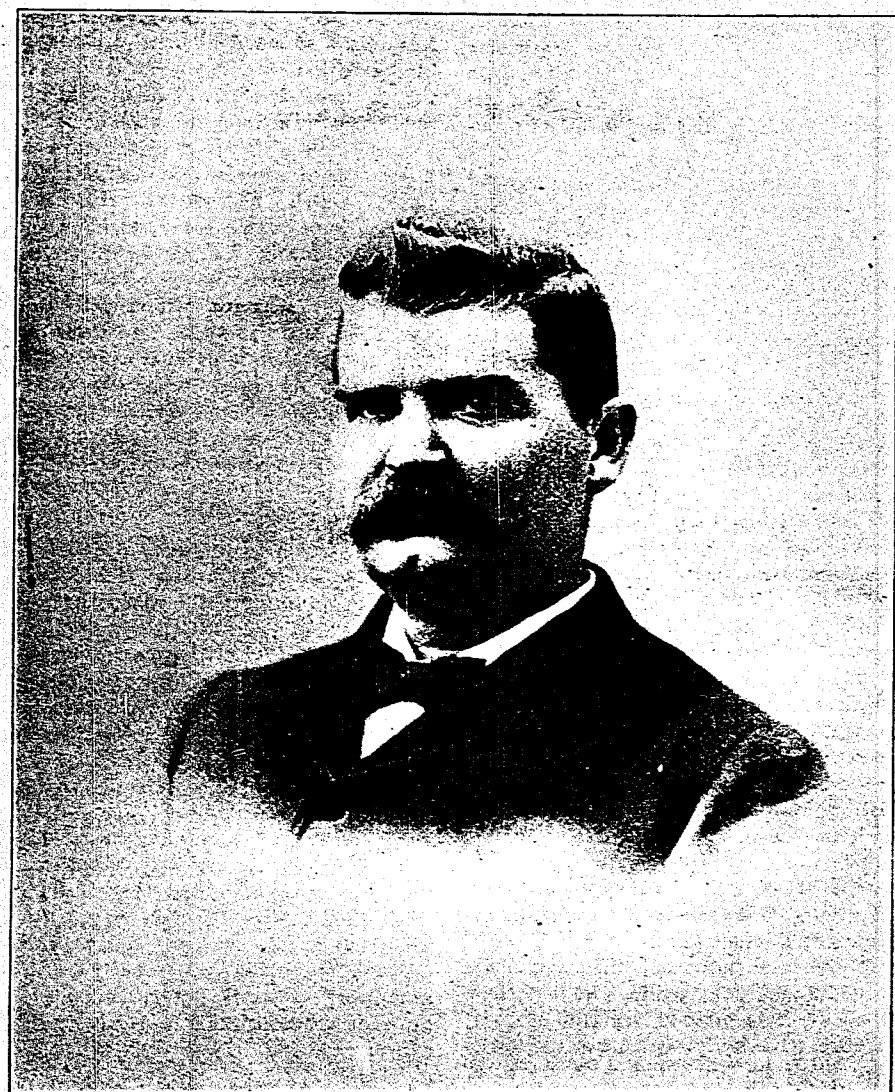
### The Most American City in Europe—Interesting Interview With Jo Junk, Who Has Just Returned From a Tour of the Continent.

But the fact that these villages are neglected is the great big live reason why the progressive advertiser should begin using them. And the advertiser that gets in front is sure to reap splendid returns.

## BOSTON.

About the only news that comes from the Hub these days is concerned with the crusade of the theatrical managers against lithograph passes. Schoeffel, Tompkins et al. are stalling themselves. They will no more abolish the window lithograph than have the managers' associations in other cities. The lithograph pass is an evil. No one may deny it. But it cannot be remedied by abolishing window display entirely, because the managers simply will not hang together. The evils of the system can be greatly mitigated if those

"Munich," said Mr. Jo. Junk, the famous lithographic artist who has just returned from abroad, "is the most American of all European cities. I was struck, particularly, with the bill posting methods in vogue. Messrs. Hartl and Pierling control the boards, and enjoy a monopoly of the posting privileges. I called on them, and after they ascertained I was from America and interested in posters, I was enthusiastically received. Mr. Hartl is a prince of good fellows, and was much



W. E. FRANKLIN.

most chiefly concerned would listen to reason.

Let them turn their window lithographs over to the bill poster. Allow him to apportion the windows impartially and handle the tickets. He can do it for seventy-five per cent. less passes than it takes now, when everybody is scrambling for each desirable window and continually outbidding each other.

The Boston papers are much interested in the final outcome. Here is a naive paragraph from *The Traveler*:

"To those who know how much money theatrical managers pay every year for lithograph and poster advertising, which, except in the case of a so-called 'leg show,' does them but little good, the stand taken by John B. Schoeffel, of the Tremont, ought to be welcome. The first-class theaters gain almost all their patronage through the newspapers, and Mr. Schoeffel is not only wise enough to see

t, but to act as well."

"This carving is sometimes in natural wood, sometimes painted and quite frequently finished in gold leaf, and it invariably contains their advertisement which consists simply of the terse legend:

HARTL & PIERLING,  
PLAKAT-INSTITUTE,  
3—Ledererstrasse—3

"In addition to splendid private locations they enjoy posting privileges on many public and semi-public buildings, and furthermore they lease from the city the privilege of erecting and maintaining seven hundred columns or so-called 'Seulen und Tafeln.' These columns surround the lamp-posts on all prominent corners. They are of handsome design, in fact must be thoroughly artistic before permit is granted by the city to erect them.

"About eighteen inches of the top is given to the city for the purpose of disseminating useful information, such as the names of the streets that intersect at that particular point, the nearest fire engine company, the location of the nearest fire alarm box, the number of the ward and address of the councilman for that ward.

"Messrs. Hartl & Pierling pay for this column privilege alone a sum which in U. S. currency is equivalent to about \$10,000, but it gives them an exclusive franchise and practically an entire monopoly of the business.

"By arrangement with the saloon and hotelkeepers' association, they also enjoy a monopoly of the lithographing privileges of windows and interiors. They pay the association for this privilege 5,000 marks, equivalent to about \$2,500 in U. S. currency. No one can get a lithograph up in any hotel, saloon, cafe or restaurant in Munich unless it has been stamped by Hartl & Pierling, and they charge 30 p'fr, or 15 cents for a week's showing at 10 p'fr for one day's showing. Payment for stamping must be in cash, and the hanging must be done by the parties themselves.

"Messrs. Hartl & Pierling only charge for the privilege and do not guarantee any specified duration of the showing. If the hanger or half-sheet stays up, good and well, but if it is brushed down and destroyed, Hartl & Pierling are not responsible therefor.

"The money which is paid to the Hotel and Saloonkeepers' Association is by them turned over to the orphan fund every Christmas.

"Hartl & Pierling's terms are always cash in advance. It makes no difference who the advertiser is, his paper never goes up until his money comes down. All paper must be delivered to Hartl & Pierling prior to 7 p. m. for display the following day. If delivery is tardy the charge for stamping is, instead of 5 cents each, increased to 25 cents each.

"Their posting tariff is about as follows: 100 half-sheets for one day, 3-10 marks, or 85 cents, for one day's showing. They also require paper for renewal, but make a charge of about half the above for posting the same. They have no big stands such as we have here in America, and no place where they could display them. The largest poster in common usage is the eight sheet. The size held in highest favor they term a two-sheet, which is just about the size of our American one-sheet.

"Hartl & Pierling also enjoy the exclusive advertising privileges on all street car lines, inside and out, on all 'bus lines and at all railroad stations. In fact, they enjoy a complete and entire monopoly of all display advertising privileges throughout all Munich. Furthermore, they are fine fellows, and deserve the handsome sinecure which they possess."



## OUR COMMISSION.

BY EDW. B. BRIDGER.

Every member who has received from the president, countersigned by the secretary and treasurer, a certificate showing that he is an accepted member of the I. A. of D., receives through that certificate a commission which is four-fold in its character. The features of this commission are: Unity, action, purpose and co-operation.

## UNITY.

We cannot believe too heartily nor labor too strenuously for the true unity of our organization; but at the same time we must be careful to avoid false ideas and unwise methods. Unity may be one thing and union quite another. Unity does not mean conformity, uniformity, lifeless monotony. A dead, formal, shiftless union of members is the worst possible condition that can befall us. Worse things than freedom, independency or separation can come to an association. The association of which we are members has to-day more real abiding unity than the so-called associations with their boasted muck and mire and happy-go-lucky distributing, and the shiftless frauds that are girdling the globe with their catch-penny schemes, while, with their bait, they lure and draw into their nets the poor, helpless individual who is striving to make an honest living, only to find he has been cheated out of his hard earned dollars, which have gone to swell the purse of the schemers.

## ACTION.

This is an age of progressive activity—either we must go forward or backward. There is nothing in the world that will degenerate an association quicker than for its members to lay dormant and idle; neither will an association move towards the mark of its highest objective unless every member has a mind to work for the good of the association at large. It will not do for us to say, "Oh, let the officers do the work; they wanted the office, so let them do something for the honor." Let me say right here, that any association that will leave the burden of the work to the officers, thinking that they will prosper, are mistaken; and any association that pursues such a course will die, as it ought to die. What we need in the ranks of the association to-day is men of concerted action.

## PURPOSE.

Our purpose in the cause of out-door publicity should be that of the most intense consecration. While the I. A. of D. has done much in the past to lift the cause of out-door publicity to a higher plane, and out of the reach of happy-go-lucky distributors, and has planted upon the citadel of honest efforts the will to give the advertiser the most conscientious service possible, enabling him to dispense with the heavy cost of traveling distributors as far as possible, we should also try to impress upon the local advertisers the benefits to be derived by this method of advertising, and having gained their confidence, give them the best possible service. We may meet many obstacles, but remembering the old adage that "keeping everlastingly at it brings success," let us forge ahead, and we will come out all right in the end.

"Rome was not built in a day," neither was our grand organization, but round by round towards the top we can steadily climb, until standing on the summit we

can unfurl to the world the standard of our organization.

## CO-OPERATION.

Herein lies the secret fire which glows upon the altar of fraternal brotherhood; but, alas, many of our members do not seem to believe in cultivating the kindly grace of friendship through correspondence with each other. We have 12 members in the association, and the association is no better or no worse than the 128 members make it. If it makes us better, ought we not co-operate with each other more and more, and seek to know each other better? Let us, then, with the graces of chivalry throw our banner to the breeze, enriched as we are and will be under the four-fold principles of organization, and strive to make the coming year the brightest in the history of our cause and to the good of each other.

W. H. Steinbrenner, Lincoln Inn Court, Cincinnati, Ohio, wants to hear from all distributors in Ohio, Indiana, Illinois and Kentucky, located in towns of 2,500 and over. This work is placed by the International Association of Distributors.

J. A. Clough, Room 414, River street, Chicago, Ill., wants the names and terms of distributors in all towns of 1,000 and over in Ohio, Indiana, Illinois, Michigan and Missouri. He is sending out work. This is I. A. of D. work.

Traveling around among the country towns within one hundred miles of Atlanta, Ga., the thought uppermost in my mind has been this: Do our members realize the amount of good they can be to the advertiser in the small towns in their territory? If so, do they put their knowledge to use? During my recent trip into the towns I have seen stacks of advertising that has been sent to the druggist to be distributed, only to be piled away until some cleaning day, to be consigned to the flames or dumping grounds. I would like to hear from members generally on this subject.

In perusing the columns of our official organ, I notice it has passed its fourth milestone. As one who has followed its monthly rounds, I can but congratulate its efficient management upon the excellence of their publication, and wish them many, many happy returns of the day.

Before another issue is published another year will have passed away. In looking back upon the past year, I can but pay this tribute to the noblest efforts which the officers and members of the I. A. of D. generally have given to the cause of distributing, and wish them all a Merry Christmas.

I want to hear from every officer and member of the association in regard to making our columns in THE BILLBOARD more attractive, as well as more helpful to the cause. Brethren, we need your help; will you respond?

The president, in relating his experience in the November issue of THE BILLBOARD, has set an example which every member of the association should follow. If you feel unable to do it yourself, send your matter to the press agents and let them incorporate it in their monthly reports. "Who will be the first?"

EDW. B. BRIDGER,  
Press Agent.

Here is a Merry Christmas to all distributors, and especially these brave, valiant souls who shoulder to shoulder, under the banner of the I. A. of D. are fighting for honest service and the elevation of the house-to-house distributing.

## WILL A. MOLTON.

On this page we present a portrait of Mr. Will A. Molton. Mr. Molton is widely known as the hustling proprietor of the distributing agencies bearing his name at Cleveland and Toledo, O., and is the editor of that bright little monthly which is published every now and then under the title of *Up-to-Date-Distributor*.

We have had numerous requests from our readers to publish his portrait, and after repeated efforts finally secured one from an intimate friend of his, who also supplied us with the data from which we have prepared the following summary of his career:

Born at Mansfield, O., July 22, 1870, he is now in his 27th year. He commenced distributing circulars at the age of ten, his first client being a barber in his native city. At first he only devoted his Saturdays to the work, but he conducted his service so thoroughly and honestly that he added one merchant after another to his list of customers, gradually devoting his evenings, then his mornings before school hours, until finally he had to leave school, at the age of thirteen, in order to take care of his business, for by this time he really had a well established business.

At the age of fifteen he secured a position with the Aultman-Taylor Co., of Mansfield, as traveling distributor, which he held for two years, and then abandoned to accept a similar position with the Pennsylvania Railroad Co. He continued with them for three years.

In 1890 he started his present business in Cleveland under very discouraging circumstances, as distributing was in very bad odor in Cleveland owing to the lax methods and dishonest practices of his

predecessors. By the hardest kind of work and the most unswerving loyalty to his clients he gained first a foothold, then a firm foundation and finally a magnificent clientele.

It is said that he now handles fully two thirds of the business that reaches Cleveland and nearly half of the Toledo allotments.

Recently he has opened branches at Akron, O., and Detroit, Mich. which are doing nicely, but are still new ventures.

Mr. Molton is a member of the International Association of Distributors, and is well thought of. He enjoys the confidence and esteem of advertisers everywhere.

## Donaldson's New Home.

The new home of the Donaldson Lithographing Co., pictured in their advertisement on the back page of our cover this month, is without doubt the largest and handsomest building occupied by an American printing house.

It occupies the best portion of a block, contains over one hundred and twenty-one thousand square feet of floor space and is fitted with seven large fire-proof vaults for lithographic stone.

It is heated throughout with steam, lighted by a 1500-light dynamo and furnished with a magnificent Corliss engine.

Spacious lawns surround the imposing edifice on all sides, and in summer these will be beautified with rare flowering plants. The offices are large, handsome and inviting.

The building is just twelve minutes' from Fountain Square by electric car, which runs to the very door.

The equipment of the Donaldson Co is just about doubled by the move.



J. T. HUDSON.

## Sketch of J. T. Hudson's Life.

Mr. J. T. Hudson, whose portrait we give herewith, owns and manages the "Twin Cities" Distributing Agency of Pittsburgh and Allegheny, Pa., the largest and most reliable distributing agency in Pennsylvania. Although only twenty-seven years of age, he has had over eleven years' experience in the advertising business, and to-day enjoys the confidence and esteem of the majority of the largest advertisers, having no less than seventy-five of them as his references.

Mr. Hudson was born at Birmingham, England, October 24, 1870. After finishing a common school course of instruction, he went to King Edward's College, in his native city, and graduated from there in the early part of 1886. Having a natural aptitude for the advertising business, he started up at his home immediately after his graduation, and has been in the business ever since. After working for two and a half years his health broke down and he was compelled to quit and sell his business. He then came to America to visit his brother in Pittsburgh, Pa., and liking this country so well he decided to stay. After being here fifteen months he again started in his old business, in February, 1892.

He now employs from twenty-five to thirty-five men (distributors) almost constantly. Several months ago Mr. Hudson joined the International Association of Distributors, and at the recent annual convention, held last July in Cincinnati, Ohio, he was unanimously elected second vice-president.

Mr. Hudson is a naturalized citizen, and takes an important part in politics in his own city. He is a total abstainer and so are all of his men, and this is one

reason he has been so successful. Everything he undertakes to do is done under his own personal supervision.

We are in receipt of a folder which contains many letters indorsing Mr. Hudson's work.

The International Association of Distributors is fortunate in the possession of W. H. Steinbrenner.

A harder and more indefatigable worker does not exist. He is an enthusiast. After his own business he has but one aim, one sole ambition, and that is the welfare of the International Association of Distributors. All of his spare time, all of his surplus effort and pretty nearly all of his surplus cash goes into plans and ideas designed to widen and extend its membership and influence. We are not unmindful of the efforts of others. Hill, Case, Reid, Hudson, Vansyckle and the rest have done much—very much, indeed, but Steinbrenner works all the time.

It was Steinbrenner who reorganized it—Steinbrenner who kept it from going to pieces—Steinbrenner who nursed it in the trying months of its infancy.

It is a great, big, powerful organization to day. It would go on increasing of its own momentum, but Steinbrenner is sending it forward by bounds and great jumps.

His unflagging enthusiasm has triumphed over many obstacles. The International is a success. So is Steinbrenner.

It is reported that John Springer, formerly of the Springer Litho. Co. and Springer & Welty, has purchased what remains of the Empire Show Printing Co., and will re-embark in poster printing in Chicago.



WILL A. MOLTON.



## Success of Circular Advertising.

To the advertising agent who has the success of his firm at heart and wishes by all possible means to have its Distributing Department in A No. 1 condition, a few words may not be amiss.

There are different ways of doing such work, a few of which I will here enumerate.

First—"Our Own Men System." By that we infer those firms who are in the habit of sending distributors from the home office. In this case, as in all other cases, we shall not write what he is liable to do, but actual facts. The distributor arrives in a strange city, gets his matter out of the freight depot and does the town, sometimes alone, sometimes assisted by four or five boys. According to how he has been instructed, he covers as many houses as he possibly can; no discriminating, for, being a stranger, how can he tell whether in such a house lives a Russian, Canadian, Jew or an American family; and with his eye on his watch for fear of missing his train he concludes his work. The work is done to the best of his ability; but what can you expect of a man handicapped by time, knowledge of the territory, etc.?

Second—"Our druggist agent does the work." Of all the systems used, I believe this is the worst. I will simply enumerate a few facts. Your advertising matter is sent to them. Well and good, but you cannot, under any consideration, expect the druggist to do the work. Neither can you expect his prescription clerk to do the work; he must stay in the store. And now we come to the plain facts. Your work must be done by his assistants or "strickers;" by that I mean those thirteen or fourteen-year-old boys who are managing the candy and stamp departments. Do they like it? Why not? It gives them a chance to get out doors, and rest assured they do not tire themselves. If the door or house is too far from the walk, they skip it; that's their way.

And then a druggist doesn't care whether your goods get a tremendous sale or not. His business is simply to supply the demand for your goods, and if your goods don't sell, or the distribution doesn't do any good, what does he care? He has thousands of other things for sale, and he doesn't care a particle for any one branch; consequently, he supplies the demand only. Let some one else create that demand. Lastly those who are in the habit of using boys to do the work. We do not believe they would keep doing so very long if they only knew what they are getting. "Boys' prices, boys' work."

Every one knows what that means, and now let us give an every day example: You have an article to introduce, and you are doing so by circulating a pretty, neat booklet, probably a sample. Now, Mr. Advertising Agent, for one moment take the place of the "lady of the house." You are on your doorstep, and a ragged urchin comes along, throws you a sample and rushes off, or, if your doorstep happens to be eight or nine steps high, the

sample strikes you, and there you are. What opinion have you of that system?

Now take the case of a man neatly dressed and capped, walks up the path (mind you, and the steps, too), and handing you the sample, tips his cap, says a few words about where you can get the goods, and leaves.

You already have a good opinion of that sample, so has the lady of the house, and if she subsequently does not purchase the goods, at least she will never associate them, with a ragged urchin making a target of her with your samples. First opinions very often lasts forever.

Until lately we have always associated bill distributors with easy-going, devil-may-care sort of fellows, but I am glad I can say that there is to-day an association composed of such men as advertisers are always positive and sure of getting a first-class service from. I refer to the International Association of Distributors. They have given perfect satisfaction, and to-day have so far won the esteem and good will of the advertising public that any advertising manager, without having made any kind of arrangement, can slip his advertising matter to any part of America where there is a member, and he is assured that the work will be satisfactorily done, and the bill, too, will not be any higher than had he made an iron-clad contract before sending the work. This is done by a system the association has, and each and every member's work is guaranteed. Should a member, for any mental defection or otherwise, be guilty of wasting the matter intrusted to his care, the association promptly remits the cash value of such matter to the firm. This alone is worthy of your consideration, and this combined with their rule of "only men admitted," and those who can furnish unquestionable references.

These men, scattered throughout the United States and Canada, who earn their living by this method, are trained to it, and being life-long residents of the towns they work in, can give, and do give, you a guarantee and, as I said before, any advertising agent having the interest of his firm at heart should make it a point to patronize them.

Once a patron always one, is a well-known fact with many.

"FEDORA."

The business of house-to-house distributing is only in its infancy as yet. Just as fast as the International Association of Distributors is felt, just that fast will new firms adopt this style of advertising.

It brings more and better results at far less outlay than newspaper space, and now that it is possible to obtain absolutely reliable service, advertisers will soon find it out. We prophesy that the number of firms now distributing will be doubled, and possibly trebled, before the end of 1898.

Howard N. Holshouser, of Covington, Tenn., has a nice line of bill boards, W. E. Davil, of Clarksburg, W. Va., has also added bill posting to his business.



## DISTRIBUTING.

Distributing has kept pace and made as much progress, if not more, than any other method of advertising. Some distributing firms over the country are putting their men in uniform and doing away with boys entirely. A good illustration of this method was shown in the August issue of *Profitable Advertising* in the group of Erickson's men of Boston.

Front door, house-to-house distributing is one of the best methods of reaching the consumers and of talking to them individually. In the past there has been a great deal of difficulty in large firms getting their advertising matter properly distributed, but now that the system is carried out on a business-like basis, and that each man or distributor is required only to put out a fair average number for each day's work, the returns from that work are a great deal better and the cost a great deal less. Instead of expecting a person to distribute fifteen hundred or two thousand circulars or pamphlets a day, if they will put out correctly and honestly only six hundred, eight hundred or one thousand, they are doing a good day's work.

I see no cause whatever why distributing should not be done in a conscientious manner and on a business-like basis, as well as bill posting or sign writing, where the manufacturer or advertiser could count in each district or city or town the exact number of circulars or pamphlets that it would take to reach the residents of those places. We all know that a circular or pamphlet thrown over a fence or into a yard is absolutely worthless, and the moment it is soiled or disfigured in any manner its advertising value is killed.

In this section of the country, especially in Denver, Pueblo and Colorado Springs, the average amount of work that we ask of our distributors is to put out from six hundred to eight hundred pieces a day, which is an average of a house a minute, sixty houses an hour and six hundred houses in ten hours' work.

The difficulty in having honest distributing done is passing away, and I see no reason why the distributor and advertiser should not work hand in hand, for surely every piece of distributing matter that is honestly put into a dwelling house, office or block, will count one for the distributor as well as for the advertiser. It is a hard matter to check up distributing. One must rely entirely upon the honesty of the foreman of that department or each individual distributor working under him, and the only possible manner in which an advertiser can check up his distributing is by following the routes out himself, or going from house to house and asking each resident in that place if they received a pamphlet or circular advertising his business. It cannot be checked up the same as bill posting or sign advertising, or, in fact, any other method, and therefore it behooves a distributor to do work in a conscientious manner; and when once the confidence of the advertiser is assured the distributor need have no fear of anyone getting the work away from him, even if others offer to do it for a less price.

It is not merely the cost of distributing that a general advertiser looks at, but at the cost of getting out the advertising matter and the returns that he will get if the advertising is done in an honest, conscientious manner; and I argue that firms that offer to distribute for \$1.00, \$1.25 or \$1.50 per thousand cannot do their work as well and satisfactorily as if the price were a little more.

You cannot expect something in this world for nothing; and, therefore, distributing cannot be done in any city save at a fair profit, taking in all expenses, incidental and otherwise, for less than \$2.00 per thousand, and in small cities or counties the price should never be less than from three to five dollars per thousand, and at five dollars per thousand it is just one-half of what it can be done for by mail service, and a mail carrier can do no more than an honest distributor in handling the advertising matter into a dwelling, office or block.—[Jas. A. Curran in *Profitable Advertising*.

H. S. Holmes, of Chattanooga, writes as follows: "I shall be glad to subscribe for your paper any time that I see you are doing anything to help distributors. You seem to be for bill posters alone." This is all wrong. We will give distributors as much space as we do bill posters just as soon as distributors write us as often as bill posters.

F. W. Sabich, of Los Angeles, Cal., and a member of the I. A. of D., carries a two-and-a-half inch advertisement in *The Journal*, a newspaper published in that city. He uses the association cut in the ad.

*The Herald*, of Los Angeles, Cal., offers the following disquisition on house-to-house distribution:

"The law now forbids the stuffing of private letter boxes with unmailed handbills and circulars. A penalty is attached to violations, and what has been a chronic nuisance since private letter boxes were invented will now be abated.

"It is unfortunate that the law cannot reach the fiend who litters up the front piazzas and the lawns with these same circulars and handbills. This nuisance is greater than the other, and it causes much more annoyance.

"It is hardly possible to conceive that this manner of handbill advertising is satisfactory or remunerative in any way. It exasperates people to have their premises littered up by a lot of waste paper. The great majority of people never read such circulars. Of those who do read them, three-fourths do it for the purpose of identification, in order to register a solemn vow that they will never trade with a business house that causes them such an annoyance.

"There ought to be a law to reach this class of offenders. Surely no person has the right to litter the premises of another against the latter's will. Such an act is plainly a nuisance. If a man's lawn or piazza is covered with sticks and stones, he could lawfully cause the arrest of the person responsible. Then why not of the person who strews the premises with waste paper?

"Handbills and circulars undoubtedly have their legitimate uses. In themselves they are not offensive, and they may constitute a legitimate mode of advertising. It is the manner in which they are used that makes the difference."

*The Times*, of the same city, handles card tacking in this wise, viz:

"Complaint is made by citizens living in the southwestern part of the city of a practice which prevails there of tacking advertising cards on shade trees and on the sides of wooden curbs. Such signs are not only unsightly, but they are often dangerous, as children tear away the cards and leave long nails sticking in the wood. There is an ordinance against this practice, and it should be enforced."

Of course, due allowance must be made for the natural bias of petty papers. The

editor, who also has to hustle for ink and paper, cannot bear to see money spent for advertising anywhere, save for the space he has for sale. Whenever he deals with bill posting, sign painting and house-to-house work his dissertations are exaggerated and overdrawn. The time was, though, when both distributing and sign tacking was more or less loosely done, but since the advent of the International Association of Distributors conditions have been vastly improved. Lax methods are now the exception and not the rule. Advertisers can now secure service which is much more certain and exact than that offered by any newspaper. Furthermore, his contract with an association member is virtually an insurance policy which protects him from all loss, either accidental or by reason of negligence or incompetence. If loss is suffered, the advertiser is promptly indemnified by the association at large. Did any one ever hear of newspapers banding together for the protection of advertisers? Hardly.

Join the International Association of Distributors, and in two years you will not be willing to sell your membership for a hundred times the amount it cost you.

Donat J. Lefebvre has contracted with the Roy & Boire Drug Co., 21 Pearl street, Manchester, N. H., to advertise Menthol Cough Soothing Syrup all over the New England States east of New Haven, Conn. The service will be "hand-in-house-to-house," and none but I. A. of D. members will be utilized.

Read Jas. A. Curran's article on distributing, in another column.

At the great football game between Yale and Princeton, played at New Haven, the fakirs had a hard time of it, for two enterprising newspapers gave away free of charge the very things that the collegians wanted.

The *New York Journal* had a large number of distributors giving away megaphones in blue and orange and black, calling attention to the paper. *Outing* had uniformed distributors watching the trains. Every man or woman stepping off the cars was watched. If she or he wore a chrysanthemum, a dainty badge with orange and black ribbons was presented, with the compliments of the paper printed on it, not too conspicuously. If they wore violets, then a badge with the Yale blue streamers was handed to them. It was a pretty conceit, and one that ought to have paid in renewed subscriptions.

John L. Smart, of Pensacola, has the following among his regular customers: C. I. Hood & Co., Lowell, Mass.; Wells, Richardson & Co., Burlington, Vt.; Chas. H. Hyer, Philadelphia, Pa.; Stillman Remedies Co., New York City; A. J. White, New York City; Nichols & Co., Chicago, Ill.; H. R. Allen, Surgical Institute and Sanitarium, Indianapolis, Ind.; Dr. Miles Medicine Co., Elkhart, Ind.; H. T. Hanson & Co., Schenectady, N. Y.; California Fig Syrup Co., Louisville, Ky.; Acme Chemical Mfg. Co., New Orleans, La.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; Hamlin's Wizard Oil Co., Chicago, Ill.

Steinbrenner has secured the immense Dr. Burkhardt contract, which embraces every town of 2,500 and over in Illinois, Indiana, Ohio and Kentucky. It was due solely to the influence and standing of the Association that Dr. Burkhardt was induced to try house-to-house work.

Cannot something be done to secure a greater degree of uniformity in prices? We fully understand that no flat and inflexible scale may be adopted, but glaring inconsistencies shake the confidence of advertisers, especially those who are making a first trial of house-to-house work.

The same mail brought us two rate cards last week. One was from San Diego, California, a town of 20,000 population; the other from Montreal, population about 190,000. We publish both to illustrate how badly they conflict:

## SAN DIEGO.

Circulars, per 1,000 ..... \$1.50  
Pamphlets and books, per 1,000 ..... 2.00  
Cards tacked, per 100 ..... 2.00

## MONTREAL.

Small handbills on street ..... \$2.00  
Small handbills, house to house ..... 3.00  
Small handbills, handed in ..... 4.00  
Bulky or unfolded circulars ..... 6.00  
Folded one-sheet circulars ..... 5.00  
Bulky or unfolded newspapers ..... 7.00  
Folded newspapers ..... 6.00  
Samples of Medicine, etc. .... 7.00  
Cards tacked up, from ..... \$10.00 to 50.00

It seems to us that this is a matter for the consideration of the I. A. of D. Surely a greater degree of uniformity is possible, and if so, it is unquestionably highly desirable.

W. D. Redington has compiled a list of firms who do house-to-house work. It is valuable to distributors.

During December all the large advertisers are pretty generally engaged in revising their lists. Distributors ought to make it a point to write them. If they are dissatisfied and thinking of making a change, this is the time that they will make it. Get your name on their lists for next year. We give herewith a list of the principal houses who do house-to-house work:

Street & Smith (New York Weekly), New York City.  
W. J. Hanson Co., Schenectady, N. Y.  
California Fig Syrup Co., Louisville, Ky.  
Sterling Remedy Co., Indiana Mineral Springs, Ind.  
Foster-Milburn Co., Buffalo, N. Y.  
H. J. Heinz Co., Pittsburg, Pa.  
W. J. Brant Co., Albion, Mich.  
The Dr. Chase Co., Philadelphia, Pa.  
The Dr. Kilmer Co., Birmingham, N. Y.  
Wells, Richardson & Co., Burlington, Vt.  
Charles H. Hyer, Philadelphia, Pa.  
Stillman Remedies Co., New York.  
A. J. White, New York City.  
Nichols & Co., Chicago.  
Hamlin's Wizard Oil Co., Chicago, Ill.  
Acme Chemical Co., New Orleans, La.  
Sutherland Medicine Co., Paducah, Ky.  
Perrin Drug Mfg. Co., Columbus, O.  
Walter Baker & Co., Dorchester, Mass.  
Brown's Iron Bitters Co., Baltimore, Md.  
Warner Safe Cure Co., Rochester, N. Y.  
Genesee Pure Food Co., LeRoy, N. Y.  
Hiscox & Co., 533 Broadway, New York.  
Kickapoo Indian Medicine Co., New Haven, Conn.  
The Mix-Phospho Co., New York.  
The Kaecher Drug Co., Allegheny, Pa.  
The Walter-Robertson Drug Co., Pittsburg, Pa.  
The True Remedy Co., Buffalo, N. Y.  
Dr. R. V. Pierce, Buffalo, N. Y.  
Von Mohl Co., New York.  
The Boro-Lithia Co., Waukegan, Wis.  
Luhman & Wilburn, Cincinnati, O.  
Gerhard-Mennen Chemical Co., Newark, N. J.  
Diamond Dust Soap Powder Co., Philadelphia, Pa.  
The Burgoon Medicine Co., Pittsburg, Pa.  
Dr. A. B. Simpson, Richmond, Ind.  
Chas. A. Vogeler Co., Baltimore, Md.  
Munyon's H. H. Remedy Co., Philadelphia, Pa.  
G. G. Green, Woodbury, N. J.  
Allen S. Olmstead, LeRoy, N. R.  
Lyman Brown, 168 Duane street, New York.  
Pond's Extract Co., 76 Fifth ave., New York.  
Block Bros., Wheeling, W. Va.  
W. H. Hill Co., Detroit, Mich.  
A. J. White, 30 Reade street, New York.  
Tarrant & Co., New York City.  
A. C. Myers & Co., Baltimore, Md.  
Jas. Elverson (Golden Days), Philadelphia, Pa.

## Fair Department.

Although Toledo, Columbus and Marietta are all prominently mentioned for the Exposition commemorating the Centennial celebration of Ohio, it is probable that Cincinnati will be selected. There are many reasons why the Queen City should be chosen, chief among which is that she is the largest city in the State, and has more and better hotel accommodations than any two other cities combined.

Aside from this, Cincinnati gave to the world the modern exposition. She it was who first conceived and carried out a great mechanical and industrial fair. The idea has since been copied far and wide, but Cincinnati originated it.

For this reason, if no other, she is entitled to the Ohio Centennial Exposition.

## FOR A PERMANENT EXPOSITION.

Company Organized in Chicago to Show the Benefits of the West.

The Chicago, Western and Northwestern States Exhibition Company is the name of an organization chartered by the Secretary of State. Its headquarters are in Chicago and its capital stock \$20,000. The objects are to maintain in Chicago a permanent exhibition of the products of the Western and Northwestern States and Territories for guidance of those seeking homes, to furnish information regarding transportation, cost, etc., and to general advertising and publishing business in connection therewith. The incorporators are John W. Buehler, J. Meredith Davies and H. P. Wall.

## St. Louis Fair Next Year.

The Board of Directors of the St. Louis County and Agricultural and Mechanical Society, composed of F. W. Rauchenstein of Clayton, John A. Massey of Bridgeton, Henry Bopp of Ballwin, T. T. Dwyer of Dwyer, Dr. John Pitman of Kirkwood, Peter Kerth of Clayton, and Henry Albers of Florissant, which was chosen at the annual meeting of the stockholders in Clayton, November 1, met in the County Commissioner's office at St. Louis, November 15, and elected officers for the ensuing year. Col. F. W. Rauchenstein, of Clayton, who has been at the head of the society for the past four years, was unanimously re-elected. The other officers of last year's corps were also re-elected. They are: Col. John A. Massey, vice president; J. Will Barron, secretary, and H. L. Wilson, treasurer. The affairs of the association are in excellent condition, and the directors anticipate a most successful exhibition for the fall of 1898. The extension of the Clayton and Forest Park electric railroad to the County Fair Grounds at Dwyer is under contract, and the road will be completed in time for the opening of the next county fair. Extensive improvements in the way of exhibits and pleasureable attractions are contemplated.

## SCORE ONE FOR THE NEWSPAPERS.

Anniston, Ala., Nov. 22, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.  
Enclosed please find \$1.00, for which please send me THE BILLBOARD for one

year, beginning with the current number.

For the first time in years we have had a County Fair which, so far as this county was concerned, was the best advertised of any fair with which I have had any acquaintance.

The county paper, which, by the way, has the largest circulation of any paper in Alabama, persistently advertised the fair for eight months. There was not, however, a single lithograph posted, but in spite of this the fair was a great success in every way, both in entries of farm products and stock and in a large attendance, making the fair a financial success.

Next year it is intended to make a district fair and advertise extensively with lithographic work as well as in the papers. As soon as the date is decided upon, I will advise you of the fact, that you may have it entered in your list of fairs.

Yours, truly,  
HOWARD W. SEXTON.

[Dictated.]

## COLUMBUS, O.,

To Have a Big Food Show.

The date for the food show under the auspices of the Retail Grocers' Association, which was to be held December 15 at the Auditorium, corner of Goodale and Park streets, has been postponed until Jan. 15. The food exposition will continue from that date until the 1st of February.

Exhibits will be made by wholesale and retail grocers, preservers, packers and others, from various parts of the United States. Space has already been asked for by Pittsburg manufacturers and preservers of food, by firms in Chicago, Minneapolis and elsewhere.

A display of flowers, such as chrysanthemums, will also probably be one of the features of the exposition.

It will be a show that will appeal especially to the ladies, and during the exposition the auditorium will be the Mecca of young ladies and their sweethearts as well as wives, who have already learned that the palate is the guide-post pointing the way to the heart.

## ORANGE COUNTY.

County Fair Association to be Discontinued.

The directors of the Santa Ana Fair Association held their first meeting since the races this afternoon. After the usual routine of business had been transacted and bills audited, the question of discontinuing the meetings came up. It was decided to levy an assessment of \$10 per share. This will meet all deficiencies that now exist, and the association will hold one more meeting at least. Messrs. Parker, Blee and Riggs were appointed a committee to confer with the Driving Club, an organization now being formed in the county, with the view of making arrangements with the club to lease the race track.

## ALLENTOWN, PA.

Fair for 1898.

Work on the Allentown Fair of 1898 has already begun. Two committees met October 22 to take the initial action, the fruits of which will be seen a year hence, when the fair grounds are opened for fair week.

The Committee of Arrangements of the last fair met in Secretary Mohr's office. The members present were Hon. Jeremiah

Roth, R. R. Fitter, W. K. Mohr, A. W. DeLong, M. F. Bastian, T. G. Helfrich, J. H. Bickel, W. F. Becker, T. K. Klein and D. F. Fink.

They agreed upon these recommendations:

That the fair grounds be closed Saturday before fair at 4 p. m., when all entries in the house department must be on the grounds.

That all live stock and farm entries must be in place by noon of Monday of fair week.

That the fair commence Monday instead of Tuesday.

That the dates for 1898 be from September 19 to 23, inclusive.

That new stalls be erected for exhibiting horses.

The meeting was attended by President Roth, Vice President Ritter, Secretary Mohr, Treasurer DeLong, C. H. Cohn, G. W. Eckert, H. T. Kleckner, C. W. Dech, Dr. A. H. Balliet, J. H. Bickel, M. S. Wiedner, George Desch, James Seibert, M. F. Bastian, I. B. Meyer, W. G. Horlacher, T. K. Klein, T. G. Helfrich and V. H. Wieand.

The recommendations were favorably considered, and in addition these recommendations were made to the annual meeting:

That permanent eating and huckster stands be erected and their use sold to the highest bidders.

Tuesday be known as Children's Day.

## RICHWOOD, O.,

In the Field Early—Dates for 1898 Already Claimed—Sets the Sluggards a Good Example.

At a meeting of the Executive Board of the Richwood Tri-County Fair Association held in Richwood October 25, the total receipts of the fair were reported to be \$3,496.60, and the expenses \$2,810.09, leaving in the treasury after all premiums, etc., have been paid a surplus of \$686.51. This is an exceedingly good showing for the Association, and insures Richwood another fair next year. The dates will be October 11, 12, 13 and 14.

Cheraw, S. C., is to have a fair this year, the first in that section of the country for over twenty years. Doubtless, it will be well patronized. Premiums amounting to about \$1,000 will be given.

## The American Association of Fairs.

DETROIT CONVENTION.

At the convention of the American Association of fairs the following states were represented, viz:

Illinois, Indiana, Minnesota, Iowa, Kansas, Michigan, Nebraska, New York, Ohio, Wisconsin and Missouri, the delegate from the state last named being a representative of the St. Louis exposition.

The following schedule of state fairs was agreed to:

New York, August 22 to 27; Ohio, August 29 to September 3; Michigan and Minnesota, September 5 to 10; Indiana and Iowa, September 12 to 17; Wisconsin and Nebraska, September 19 to 24; Illinois, September 26 to October 1; St. Louis, October 3 to 8. Should the Ohio state fair be held one week later, this will give the New York fair the date now assigned Ohio.

Rev. Furnas, of Nebraska; W. W. Miller, of Ohio; J. J. Pearce, of Illinois, and John Corner, of Nebraska, were made

a committee to confer with the traffic association for rates, etc.

The following program for the next meeting was presented and adopted:

"What Can Be Accomplished to Establish Uniformity in Rules of Administration?" "Should Live Stock Sales be inaugurated on State Fair Grounds Under Auspices of Fair Management?" "Right of Exhibitors." "What Is the Best System of Dairy Tests?" "What Privileges Should be Granted on Fair Grounds and How Should They be Controlled?" "How Can We Reduce the Issue of Complimentaries, and Would It be to the Best Interest to abolish the Complimentary System?"

The election of officers resulted as follows: President, R. W. Furnas, Nebraska; vice-president, A. J. Lovejoy, Illinois; treasurer, Wm. M. Liggett, Minnesota; secretary, J. W. Fleming, Ohio.

## Afro-American Fair and Interstate Exposition in 1898.

Bishop A. Grant, president; F. I. Richardson, secretary.

Chartered under the laws of Texas, and increased by its legislature and governor. Suggested by the purest and loftiest sentiments of American citizenship—the advancement of our race.

The Afro-American State Fair and Interstate Exposition will be held in the city of Houston, Texas, September 1st to November 30th, 1898, and will be national in its character.

The aim and object of this exposition is to exhibit to the world the remarkable advancement made since emancipation in educational work, the liberal and fine arts, science, mechanics, agriculture legal and moral, and by such exhibition to stimulate and encourage the further pursuit of knowledge, that the acme of pure and lofty American citizenship may be obtained.

A. WEBER & CO.

... LICENSED ...

BILL POSTERS AND DISTRIBUTORS

OFFICE: 608 COMMERCIAL PLACE.

NEW ORLEANS, LA.

OUR MOTTO—Our Work Speaks Louder than Words.



## LETTERS TO THE EDITOR.

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, distributors, sign painters and fair managers, when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We read with much interest your article in the October number, on page 4, in relation to posting towns and villages, and your experience in sending out the same. We find it tallies with our ideas exactly, but we have had the most uphill business ever experienced by any firm in trying to work up a trade with our local people, also trying to induce outside advertisers to enter our field. When we tell you we are almost discouraged, it is putting it mild. We have carried our ad constantly in your paper, and also one in *The Bill Poster*, and some of the time one in the distributing sheet put out by Moton, and we have never yet received a dollar's worth of work from outside through same. We have got some outside work, but we happened to catch their traveling when he got in this territory and worked a little out of him. To be sure, we have worked up some local business, but it was done very slow and has cost us every dollar we have received trying to get our people started. We have a nice county population—about 60,000. We know every road, and have built quite a number of boards and try, in every instance, to give the advertiser the full worth of his money. We look the matter square in the face, and have summed it up about as follows: That soliciting agents for the associations get more commission by placing the work in the large towns and cities, and, therefore, send it to the bill posters there, in nearly every instance, in preference, on account of the higher rates they get per month for posting.

We believe the advertiser makes a mistake, both the local and national one, for if they were to use a moderate amount of paper in all our towns and keep putting it out, I am sure the results would more than meet their expectations, just as you state, but how to reach this end is a great puzzle to us. We have written our views to Mr. Carroll, but got a very curt reply from him.

Now, this article is not for publication; it is a personal letter. If you can give us any new ideas or pointers, do so. It will be greatly appreciated. Certainly, the advertisers take no chances in patronizing us, for we are responsible by reference to either commercial agency. They can verify this, and we are at liberty at any time to refer to our local bank or any business house in our territory, where we are well known. We are going to try and hold out a little longer and see if the business will not come our way.

We have a little scheme on foot now to bring our posters and manner of doing business more prominently before the local advertisers. It is this: We manage the opera house here, and about the 23d inst. we propose to have a poster exhibit in the same by hanging the walls completely full of the different kind of posters we handle; also, wood and metal signs, and place the prices on them plainly, and then invite every business man within a radius of ten miles to come. It will be opened at 8 o'clock p. m., at which time every merchant who is interested will be at liberty, and see if the plan will not bring us prominently before them and result in some business. If it brings us nothing, it will not cost us much to try. We have electric light in the house and can show our walls off to fine advantage. Any pointers you can give us will be appreciated.

Thanking you for favors, we are,  
Yours very truly,

The above letter was not sent us for publication, but it touches with such force upon a question of vital importance to bill posters that we have decided to use it, simply withholding our correspondent's name. Here we have a shrewd, intelligent man—a man of ability and a man of affairs who has made an earnest, well directed and able effort to establish a business in a live town of over 2,000 inhabitants, the center of a county of 60,000 inhabitants. He has provided an admirable service. His boards are well built and well placed. He has provided a bulletin service, and in addition thereto

conducts a distributing bureau. And yet, in spite of the closest economy, after very nearly two years effort, he has not been able to make it pay.

Discouraged, he asks, "What else can I do before I give it up?"

And there you are, gentlemen of the Executive Committee of The Associated Bill Posters (inc.).

Answer his question, and you will be doing something worthy of your efforts and your offices.

Mr. Middleman, are not you, too, somewhat responsible here? Instead of inveighing against bill posters in Savannah, Bellefontaine, Columbia and other cities where you cannot get service, why cannot you evolve a scheme, method or means whereby you can ascertain and reward efforts like the above?

The town in which this party is located supports a newspaper. It is, therefore, capable of supporting a bill poster. The business of bill posting will never be great, complete and independent until our correspondent's inquiry is answered.

We repeat the question: What is to be done for the towns and villages?

Kansas City, Mo., Nov. 22, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Business in Kansas City is good. Everybody seems to feel as though the long-looked-for prosperity boom had struck us, and there is work for all. In the last seventy days I have put out 1,200,000 pieces of advertising matter, and have some in sight yet. There has also been much advertising matter put out here that I did not do. Some of it was well done. There are others who were here before I began, I having got acquainted with their methods while I was in the street department of this city—found their "trade marks" under bridges, street walks and any old places that I, as a street inspector, had to go. They don't like competition, it means that they must do better work; they can't put out a few "trade marks" and destroy the remainder of the matter. They are writing to our patrons very naughty letters about us—but all the old-time advertisers know them and see clear of them. They told the Lydia Pinkham people that their stuff was being wasted and thrown in the streets by the orders of the manager of the Midland Advertising Co.; but, unfortunately for them, they fell into a trap that I had laid, for the distribution was not begun until four days after they mailed their report.

Dr. Davis' Headache Powders are being put out in the same manner that they were last July; one man is given from 3,000 to 4,500 for a day's work. It is very easy; they are small and will go out in fives and sixes without attracting attention, and frequently in rooming houses twenty to thirty are dropped down in a bunch.

Bromo-Seltzer fared no better—a daily little memorandum put three to ten in any store.

Sterling Company's Cascarets and No-to-Bac fared no better.

Dr. Pierce's work is also in the "list of lost labor," as is that of Dr. Greer, of Chicago.

The *Freside Companion* went out from two hundred to three hundred in a place. The street department, while mowing the weeds last summer, nearly had their scythes ruined by running on to ten or twelve bundles. The same people handled them again this fall, but had to hunt new fields, as the weeds are all down. They and the barbers like to see each other once in a while.

More anon.

Very respectfully yours,  
JOSEPH REID,  
Manager Midland Advertising Co.

Rockville, Ind., Nov. 15, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—The prosperity wagon has hit me. In October and November I had better business than any month in the summer.

I have now on my boards the following: Hamlin's Wizard Oil, 15 12-sheets; McMurry & Butler, 25 16-sheet stands; local; Joe M. Elliott, 25 8-sheets; local; McConnell's Sir Jonathan Cigar; Foley's Kidney Cure; Foley's Honey and Tar; Ott & West; McCoy & Hargrave; Rockville Roller Mills, 50 20-sheet stands.

I am contracting agent for the Big Donnia Flour. Bill posters in Indiana and Eastern Illinois, send me your very best prices for thirty

days' showing, listed and protected. I am also contracting agent for Indiana for the Queen of Hearts Cigar, made by a local factory.

My complete directory of Parke county will soon be ready for delivery. Bill posters and advertisers, look out for it. It gives the total population of Rockville as 3,347, and the county, which I carry, 25,000. On its pages will be half-tone cuts of the most prominent men of the county.

I have just put up another big 60-foot board. I have space in Rockville for 9 40-sheets of paper. I am not a member of any bill posting association, but I maintain prices. I am going to add another town to my list; I have been looking at it for some time; it is the town of Rochester, Ind., and has a population of 5,000. It is a first-class town, and has no bill poster, only one big board for the shows that play that city. I will get things in running order about January 1. The plant will be one of the best in the state for the size of the place. I will leave Rockville about December 8, and commence putting up boards as soon as I get there, and you can rest assured that you will get good service if you ever want work done in Rockville or Rochester.

I will give you a little theatrical news from this place. Harry Mack, of Pana, Ill., gave an entertainment to the largest house that ever assembled hundreds were turned away, unable to get standing room. At 8:30 p. m. the curtain went up, and one of the finest stage settings ever witnessed was seen. Mr. Mack, in conclusion, gave "Ram Rod No. 45." He left for Bellmore the next morning.

E. R. Spencer comes on November 25. He will be greeted with one of the largest shows that ever witnessed a show. He is a great favorite here.

J. T. Jones, the dramatic critic, is very ill with grip.

W. N. Joiner, of the opera house, will go with Duckers' Comedians in December.

Distributing has been good, as well as bill posting. I have put out the following this month: LaGrange Robe and Tanning Co., LaGrange, Ind.; Wells Medical Co., Lafayette, Ind.; Merchants' Gargling Oil Co., Lockport, N. Y.; James Taxton Voorhees, lecture, November 16; McMurry & Butler, local; and a shipment from Dr. Miles Medical Co., Elkhart, Ind.

I find the Dr. Miles Co. the best company I ever did distributing for. All you have to do for them is to do good house-to-house distributing, and you will always get their work. Give what you contract for, and you will get work at all times.

Some of the Rockville people went to Terre Haute to see the "Isle of Champaing," at the opening of the new Grand Opera House.

Well, as I think I have said enough, I will close for this time.

Yours truly,  
ENNETT LITTLETON,  
City and Suburban Bill Poster.

Waukesha, Wis., Nov. 15, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We herewith enclose you copy for advertisement in next issue of THE BILLBOARD. We have been busy with the following work since last May, when we purchased the bill posting business in this city:

Our Posting Department—Four 24-sheets for Sparkling Kolofra (Guide); 3 8-sheets, Goodrich Transportation Co.; 60 16-sheets, Otto Pritch Dye Works (Fitzgerald, Milwaukee); 300 3-sheets and 1,000 snipes, Dr. C. I. Shoop, Racine, Wis.; 40 8-sheets, Waukesha Water Co. (local); 10 16-sheets, Bethesda Spring Co. (local); 10 16-sheets and 10 4-sheets, California Fig Syrup Co.; 120 2-sheets, R. V. Pierce, Buffalo, N. Y. (Hote); 112 1/2-sheets, Strauss Bros. Co., Chicago; 15 12-sheets, Davy Crockett Cigar (Donaldson); 100 1/2-sheets, Foley & Co., Chicago; 10 3-sheets, Girl from Paris Cigar (Hoke); 25 3-sheets, Santa Ana Cigar; 25 1-sheets, Julia Marlowe Shoes; 15 1-sheets, Aurora Corset Co., Aurora, Ill.; 4 24-sheets, Beeman's Pepsin Gum.

Distributing Department—Eureka Laundry Co., Milwaukee; 5,000, Dr. C. I. Shoop Co., Racine, Wis.; 1,000, Bellevue Medical Institute, Chicago; 2,000, Pyramid Drug Co., Albion, Mich.; 2,000, Dr. Miles; 2,000, Wells & Richardson; 2,000, Dr. Chase Co.; 2,000 Consolidated Tea Co. (local). Sign Tacking Department—500 for C. I. Shoop; 100 for Foley Co.; 220 for Pyramid Drug Co.

Much advertising matter has been wasted here lately, which the following firms put out: Kickapoo Indian Medicine Co.; Hood Medicine Co., Chicago; Buck's Stove Co., St. Louis; Dr. Radway Co., New York; Doud Pharmaceutical Co., Chicago; E. G. Cone, Chicago; R. T. Booth, New York; Street & Smith, New York; Seaboard Dip Co., Chicago; Fremont Grape Juice Co., Fremont, Ohio; Chamberlain Medicine Co., Des Moines, Ia.; Ypsilanti Drug Co., Ypsilanti, Mich.; Carter Medical Co., New York; A. S. Olmstead, LeRoy, N. Y.; Enterprise (local);

Thrig Shoe Store (local); Robinson & Irving (local); Putney Bros. (local).

Yours respectfully,  
WAUKESHA BILL POSTING CO.  
CHAS. G. MEVIS, Manager.

Atlanta, Ga., Nov. 15, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—The yellow fever, which has crippled our Southern members a great deal, is at last passing away, and the advertisers are at last beginning to advertise in this section. I have finished distributing 30,000 books in the city and suburbs and 14,000 in the small towns within 100 miles of Atlanta for the L. E. Pinkham Co.; 8,000 papers for Block Bros. Tobacco Co., 500 litho. cards for the U. S. Fidelity and Guaranty Co. of Baltimore, through local agents, and have the assurance of work from the Dr. Miles Medicine Co., E. F. Sutherland Drug Co., Chattanooga Medical Co., Dr. Kilmer's Medical Co., and Dr. Greene's Genesee Pure Food Co., with the promise of others and much local work. Altogether, the prospects are much brighter than a short time ago.

Yours truly,  
EDW. W. BRIDGER.

Vancouver, Wash., Nov. 19, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—I think THE BILLBOARD is a fine paper. I can hardly wait for its coming, and I will certainly take it again before the expiration. Business has been good in Vancouver this year. I have had posted on my boards from 700 to 800 sheets of paper all season, and I think some of the work I received was due to advertising in THE BILLBOARD.

I think if Sam W. Hoke means what he says, we will all get a handout next season.

There are prospects of the railroad completing the line that was started a few years ago between Portland and the Sound, crossing the Columbia river at Vancouver. If so, our town will be booming next season.

Yours respectfully,  
JOHN L. MARSH.

Connellsville, Pa., Nov. 26, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Business is steadily increasing with us, and by keeping on the even tenor of our way we expect it to continue to grow. Although it may be slow, we know it will be sure, as we are building up a business by doing our work in a thorough manner, and know by doing so we will hold our contracts.

Will just say here that our first contract, over a year ago, was with the W. T. Hanson Co., of Schenectady, N. Y. Their contract expired over a month ago, but the sale of Dr. Williams' Pink Pills for Pale People is increasing in volume. This month they sent us 7,000 books to distribute. Their traveling man, Mr. Gunnels, called on us last week, and asked for pen, ink and paper, and wrote a note to his house to allow us \$2 per thousand, as we could not do it for any less in the manner we were doing it. They are first-class people and we like to work for them.

We are proud to say that we are the first to contract with the Foster-Melburn Co., of Buffalo, N. Y. We have also made contracts with the Dr. Chase Co., of Philadelphia; Burrows-Yeast Factory, of Detroit, Mich.; H. J. Heinz Co., of Pittsburgh, and the W. J. Brant Co., of Albion, Mich.; and we expect in the near future to make contracts with several more substantial concerns.

We are making no effort for the local trade outside of street car advertising, as they generally employ boys and cheap men to hang their circulars on the gates and throw into yards. Could say a good deal about bad distribution, but will only add that I saw Dr. Kilmer & Co.'s valuable books thrown into yards last week in Uniontown just before a continuous rain began. You can imagine how many of them were picked up after they became soaked with rain.

Yours truly,  
WM. CLOWES, Manager.

Santa Fe, N. M., Nov. 20, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Business has been picking up and is getting larger. I have had a good trade right along this fall, and since my last letter have had 10 25-sheets for Malins' Circus, and have now on the boards 10 8-sheets for Star Tobacco; 6 8-sheets, "OO" Cigar; 10 8-sheets Manitou Water; 3 16-sheet Diamond C Soap and 5 1-sheet Diamond C.

Have distributed 1,500 for Dr. Miles Co., 1,000 Paine's Celery Compound and 1,500 Celery Compound, all in city of Santa Fe. I shall probably make another country trip in December if the weather holds out. We can

post and distribute here all the year round, as it is never cold or stormy enough to delay our work more than a day or so. Was in Denver last month and had the pleasure of meeting our mutual friend, Mr. Jim Curran, and his side partner, A. H. Searles. They are the life of the Rocky Mountain bill posters, and good people to have business with.

Mr. John Moore, representing the Donaldson Co., and W. J. Morgan & Co., poster printers, was here on the 14th. He placed some orders and put in an opening wedge for more from here.

With best compliments of the season, I am  
Yours truly,

A. M. DETTELBAUGH.

Taunton, Mass., Nov. 22, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—It is our intention to advertise in the Xmas number of THE BILLBOARD; not for lack of business, for we are crowded with work, both posting and distributing, as never before. We want to support you on account of the efforts manifested in behalf of the bill posters and distributors by your valuable paper.

Gentlemen, we wish to give credit where credit is due, for your paper is a medium of help that could ill be dispensed with. We feel disposed to add our mite in helping a good thing along, so please reserve for us one-eighth page, across, as per diagram received from you and enclosed herewith.

Very truly yours,  
TAUNTON BILL POSTING CO.

A. B. WHITE.

Ottawa, Ohio, Nov. 5, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We enclose you one dollar, as per your bill of October 31; please receipt.

Your paper is a great thing for fair people. I had numerous calls for it at my office. Thanks.

Yours truly,  
A. P. SANDLES.

Secretary Putnam County Fair.

Covington, Tenn., Nov. 1, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Since last writing I have put out the following: Tacked 250 signs for J. B. Holway Co., Louisville, Ky., and distributed 1,500 books at the fair for Hamlin Wizard Oil Co., Chicago; also posted 2 12-sheets for Hamlin Wizard Oil Co. Expect a shipment from Dr. Miles Medical Co., Elkhart, Ind., and W. T. Hamon Co., Schenectady, N. Y.

The advertisement I had in September and October issues is still bringing results—THE BILLBOARD does bring results.

The yellow fever has stopped most all commercial business, but before this issue is out I hope it will be over and the bill posters in the yellow fever districts be busy.

Thanking you for your valuable space, and hoping THE BILLBOARD will meet with much success, I remain

Yours fraternally,  
H. N. HOLSHOUSE,

Licensed Bill Poster.

San Francisco, Cal., Nov. 25, 1897.  
Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—We have made another route and taken in the following towns: Ocean View, Baden, Milbrae, San Mateo, Belmont, San Carlos, Menlo Park, Palo Alto, Redwood City, Mayfield, Mountain View, Santa Clara, Milpitas, Alviso, Alvarado and Warm Springs.

A meeting will be held at the office of Siebe & Green, Eleventh and Market streets, December 8, at 8 p. m., of the California Bill Posters' Association, which will be beyond doubt one of the strongest organizations that every existed.

So far we have forty-six pledged, and need only about fourteen more to control every town in the State of California. We will send you more particulars as to the meeting, George H. Siebe having been elected president pro tem.

Respectfully yours,  
SIEBE & GREEN.

We are compelled to disappoint quite a number of readers this month. We can not procure the portrait of either W. B. Lowden or Alex. Clark. Neither of these gentlemen has had a portrait taken in years, and neither will take the time to sit for one just now. We will get them sometime, if we have to hire an expert to lay for them with a detective camera.

Louis Roesch Co., of San Francisco, recently created a superb brochure for Siebe & Green, the big bill posters of the Pacific Coast.

## ADVERTISING.

Geo. P. Rowell Jollies the Dailies at the Expense of Periodical Publications.

At the monthly meeting of the Sphinx Club, an association of New York advertising men, held at the Waldorf, on the night of Wednesday, Nov. 10, the subject for consideration was: "The Relative Advertising Value of Daily, Weekly and Monthly Publications." George P. Rowell, publisher of *Printer's Ink*, a journal for advertisers, was appointed to open the discussion, and gave expression to his views as follows:

"We have to think more of the character of the advertisement than of the frequency of issue of the medium to be considered. No one would put a want or to let advertisement in a monthly. Even a weekly would not be used if a daily were available. There are examples of sorts of advertising for which monthlies and weeklies are unsuitable, but there is no kind of an advertisement that is not well placed when it appears in a well-chosen daily.

the advertiser gives the daily more care, and is less likely to forget about and neglect his advertisement in it.

"When an advertisement is small its effectiveness is vastly enhanced by being placed with others of the same general character, and the perfection of classification is only to be looked for in the daily paper; except, perhaps, in the case of school advertisements to which some monthly magazines pay unusual attention.

"If the frequency or infrequency of issue of a publication is worthy of any consideration at all in fixing its value to an advertiser, it is not of anything like so much consequence as the quality of it when it does come to hand. Not how often does it appear? but how good is it? That is the question.

"The price at which the publication is sold has an important bearing. It is true that a high selling price commonly insures a small edition, and it is mainly by the number of copies that the advertiser must gauge the capacity of a paper to benefit him; but where a large issue and a high subscription price are found in conjunc-

"It is urged against daily papers nowadays that their circulations are unnaturally forced and that a considerable percentage of the number printed comes back unsold and unread, but it is probable that what is charged in this way is equally true of the low-priced weeklies and monthlies, and although these may not be so certainly returned, they make up for that by going sometimes in twos, threes and half dozens to single names of persons who not only do not pay for them, but do not want them or even look at them.

"The impression that weeklies are more carefully read than dailies is erroneous. The daily is sure to be read, but many excellent weeklies are taken from force of habit, and are put aside without being glanced at and sometimes without being so much as removed from their wrappers. "The mind of man works best under pressure. The daily paper is scanned quickly, but not the less thoroughly. If a small advertisement is overlooked it is because it does not appeal to any want of which the reader is conscious.

"The advertiser who advertises only in a daily paper has a much better chance of success than the advertiser who advertises only in monthlies or only in weeklies.

"That a modern dry goods advertisement ever appears in a weekly paper at the present day is owing solely to the survival of an old-time idea that the weekly must possess some special value. All the teachings of every-day experience go to show that it does not.

"Many shrewd advertisers make liberal use of the expensive monthly magazines, but they use them in much the same way that they do the poster and the card in the cable cars. They serve to attract attention, but this same advertiser, when he has a story to tell, goes to the daily paper.

"The daily paper is the paper of today. An advertisement in it bears fruit today or tomorrow. Its results come while the advertiser's interest is alive and alert. The daily paper nowadays is the best religious paper. Considering its price, it is the best literary paper. For the money charged, it is the best magazine. The Sunday *World* is as carefully read as *Munsey's Magazine*. It prints as many copies. It would be worth as much per line for an advertisement if it were as well printed and on as good paper.

"Neither weekly or daily can exist without advertisements, but the advertiser who goes to the weekly in preference to the daily is, like the paper itself, a survival from a time that has gone by. Were it not for those who cling to the obsolete idea of its value, the weekly would pass away even more quickly than it is now doing. The weeklies will soon cease to exist except as trade and class papers and to represent special interests and communities not large enough to support a daily.

"Gentlemen, if you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that also into the daily paper. If you must go further, use the well-printed monthlies. There is not a weekly paper in existence today, aside from the class journals, that a judicious advertiser can afford to use; for there are dailies enough to absorb his appropriation, and for every dollar he will invest, the daily gives greater and better service than the weekly can afford.

No comment on the above is necessary. Geo. P. Rowell is the publisher of *Printer's Ink*. Ripans uses newspapers, when they can swap for the space. They also use cards under the same conditions. They would also use posters, if bill posters would swap, but they won't.



J. H. LaPEARL.



# BILL-POSTING

FROM THE

ATLANTIC

TO THE PACIFIC



GOLDEN GATE



107 WEST 28<sup>TH</sup> ST.

NEW YORK.

Telephone



## THE BILLBOARD

## THE MEMBERS.

And Not the Solicitors on the Executive Committee, Hold the Balance of Power.

The four members of New York city, Pratt, Stahlbrodt, Gude and O'Melia, usually vote as a unit, their personal interests being very closely allied.

Naturally, Stahlbrodt, Gude and Pratt object to more solicitors, being solicitors themselves for what there is in it.

So, at the November meeting of the Executive in New York, when George Leonard came armed with letters and telegrams from the leading bill posters of the Association, demanding that more solicitors be put upon the list; especially Hoke, he did not realize until the vote was cast, the kind of close corporation he and Bryan and Carroll were up against. Gude, Stahlbrodt and Pratt voted solidly in the negative, causing, for a minute, a tie. The president quickly broke the tie by supporting the three members with whose interests he is more closely allied, and so far as the executive is concerned there will be no solicitors beyond those now on the list.

Luckily for the craft in general, they know just how matters stand, and it makes no difference to them whether these people are on the list or not. Business is gladly accepted, and the usual commissions are allowed. In some instances this latter is done sub rosa, but in every instance it is done. In fact, there are very few of the members who ask that this be kept secret, feeling that the committee is acting in an unwarranted and high-handed manner in trying to hog all the business.

As a result, the bill posters, generally, are getting about all the business they know how to take care of, all the solicitors, official and otherwise, except Stahlbrodt, being very busy at the present time. Stahlbrodt, however, seems to have lost his hold, if he ever had one, and if he is sending out any work no one seems to be aware of the fact.

And so the matter rests.

There is talk of reviving the bill to prohibit the use of the American flag or its representations for advertising purposes. This bill has been before Congress several times, but it has always failed to pass. In fact, the most intelligent members of Congress, as well as the most intelligent citizens, do not want it to pass. The bill aimed at no more than the prevention of the use of the flag for purposes which all must acknowledge as degrading, there would be little or no objection to it. But it goes further, and seeks to prohibit the placing of any kind of lettering upon the flag, except by the Grand Army and the regular regiments, whom the bill graciously permits to inscribe their names and numbers upon the flag. The granting of special privileges in such a matter is what "queers" the bill in the minds of intelligent and patriotic men. There is no reason why the regulars should have this privilege more than the volunteers, or the Grand Army more than any other civic organization. The flag belongs to all citizens alike, and if there is any reason for inscribing it at all, one body of citizens has as much right to do so as another. The source from which the bill emanated also had more or less influence in causing its rejection.

The Ottman Litho. Co., of New York, is also making a bid for theatrical patronage. Their imprint is seen on the window work of the Julia Arthur Co.

## J. H. LaPEARL.

J. H. La Pearl, whose portrait appears on page 19, is proprietor and sole manager of LA PEARL'S GREAT ALLIED R. R. SHOWS, an organization that has burst upon the attention of the public during the past year with all the sudden and surprising brilliancy of a meteor sweeping across the skies. The La Pearl Show has grown from almost insignificant size to its present magnificent proportions in an astonishingly short space of time. The show now ranks among the important amusement institutions of the country, and is recognized as an important factor in the circus world.

J. H. La Pearl is an exceptionally able man in his line and noted for his integrity. His obligations are all met with becoming promptness, and it is said that he has never missed a salary day in all of his varied experience.

He is a great student of billboard advertising, and enjoys the distinction of having been the first showman in America to bill a small circus entirely with special paper, discarding stock designs entirely. Mr. La Pearl attributes his pronounced success in a great measure to his billing policy. He has a large circle of friends of the kind that are worth knowing; is a Mason, Elk, Knight of Pythias and a pleasant, good-natured, well-balanced gentleman.

He has only just found his gait. If we mistake not, the world will hear more—much more of La Pearl hereafter.

The Cross Printing Co. of Chicago have established a most enviable reputation for turning out handsome stationery. Their imprint can be found on the letterheads of more bill posters, distributors, fairs and theatrical attractions than that of any other one house in existence.

## Billboard Advertising O. K.

Fame notices that some of its contemporaries, devoted to the interests of the bill posters are seriously discussing and bitterly commenting upon a remark of Rounseville Wildman in the San Francisco *Ad Book* to the effect that "billboard advertising has outlived its day of usefulness in the eastern cities." The proposition is too absurd to need any answer. The bill posters have no reason for alarm.

Not only are posters used as much as ever, but they are bound to grow in popularity as population increases. The bill posters themselves can assist this growth by conscientious work, but they cannot stop it by even the sloughest methods. The poster cannot do the work of the newspaper. The newspaper cannot do the work of the poster. Neither can ever eject the other from the advertising business.

For one article the newspaper is the better medium; for another, the poster; for most things, a combination of the two. Often a product that has been advertised in detail in periodicals may well be kept in the public mind by the use of its name alone on posters; and just as often a name made familiar to the people by poster work may wisely be explained in the periodicals.

Fame is inclined to disagree with Mr. Charles Austin Bates in his lately expressed theory, "An advertisement that does not tell facts isn't an advertisement." Some of the best of poster work tells no facts at all. It only calls attention to the name of the things to be sold.—Fame.

## THE PROPER SPIRIT.

An Interesting Letter From Sam. Pratt.

The aristocratic residents of East Orange, N. J., recently contracted a violent case of aestheticism and attempted to remove some boards belonging to the Newark Bill Posting Co. The city authorities ordered the removal pompously and the matter got into the papers. Curious as to the final outcome we wrote Mr. Sam. Pratt, who owns the Newark Bill Posting Co., and enclosed the newspaper accounts. We give his reply herewith. It may save some brother bill poster a bad half hour under similar circumstances:

Editor THE BILLBOARD,  
Cincinnati, O.

Dear Sir—Replying to your favor of the 24th inst., with enclosure of clippings, relative to the billboard trouble in the Oranges, N. J., beg to say that the Oranges are a group of very aristocratic suburban villages, having all the city improvements. A great deal of the property is restricted in regard to buildings, etc., and we have had more or less trouble in that section of New Jersey for the past five years or so, but thus far we have never taken down one of our holdings. To the layman's mind, all that is required to remove a billboard structure that is objectionable to him or his family is to make a complaint to the mayor, chief of police or the Common Council, and they in turn jump to the conclusion that they are both judge and jury of the situation; but when it reaches a fine point of law they discover the fact that they are elected or appointed officers to enforce existing laws, and that a billboard structure on private leased property cannot be thrown into the street without due process of law. This sets these parties to thinking, and they find that the only remedy is to have new laws enacted; and when it comes to city legislation they will find that they will have to go by the state or United States laws, and that the matter cannot be monkeyed with by thoughtless legislators. We do not court trouble with city or county officials in any of our territory, but we propose to stand on our constitutional rights as business men and protect our interests. If they should by chance pass laws prohibiting us from erecting wooden billboards we would make the stands of iron, and if they prohibit iron also, we will erect stone or brick walls. At any rate, we will hold our end to a finish, and having done so in the commencement of our business career we have had considerable experience of this character.

We return you the clippings, and with kind regards beg to remain

Yours very truly,

S. PRATT.

The following firms are using posters, and dealing direct with bill posters, viz.:  
The Liggett & Myers Co., St. Louis, Mo.  
The Gin Cucurbita Co., 312 E. Ninth street, Cincinnati, O.  
Haas Bros., 215 Race street, Cincinnati, O.  
T. A. Snider Preserve Co., 217 Sycamore street, Cincinnati, O.  
H.-O. Co., New York City.  
The Coca-Cola Co., Atlanta, Ga.  
The Swifts Specific Co., Atlanta, Ga.  
The Drummond Tobacco Co., St. Louis, Mo.  
F. W. Feigner & Son Co., 208-216 S. Charles street, Baltimore, Md.  
The American Tobacco Co., New York City.  
California Fig Syrup Co., 324 Hayes street, San Francisco, Cal.  
D. R. Talbert, 118 Randolph street, Chicago, Ill.  
Underhill, New York City, N. Y.  
Atkins, Nashville, Tenn.  
Moxie Nerve Food, St. Louis, Mo.  
Sutherland Medicine Co., Paducah, Ky.  
H. J. Heinz & Co., Pittsburgh, Pa.  
Walter Baker & Co., Dorchester, Mass.  
Van Camp Packing Co., Indianapolis, Ind.  
Beeman Chemical Co., Cleveland, O.  
Colgan Gum Co., Louisville, Ky.  
Muscatine Milling Co., Muscatine, Iowa.  
Armour & Co., Chicago, Ill.  
American Cereal Co., 57 N. Moore street, New York City.  
Pettijohn's Breakfast Food, Chicago, Ill.

The product of the great Calvert Litho. Co. of Detroit is running more and more to posters all the time. The quality of their work in this line is of such a high order of excellence that we shall be glad to see them among the houses that print posters exclusively.

## ROCHESTER.

Stahlbrodt Still in Trouble.

We clip the following from *Democrat and Chronicle*, of Rochester, N. Y., issue of November 18:

"Hostilities have reopened between the city and the Rochester Bill Posting Company, over the alleged violations by the company of the bill posting ordinance, that was adopted by the council about a year ago. Two legal fights in which the city and company are litigants are now going on, one in the Supreme Court and another in the County Court. By tonight, probably, a third action will be in full blast in police court. Application will be made today to Judge Ernst by the corporation counsel's office, for a warrant for the arrest of Robert West, one of the company's officials, for violating the bill posting ordinance.

"The Rochester Bill Posting Company has a practical monopoly of distributing advertising matter in this city, by methods peculiar to bill posters. The company owns and maintains a large number of bill boards. The particular section of the new bill posting ordinance of which the company has fallen foul provides that no billboard over six feet high shall be erected without permission from the Common Council.

"The company has never taken out a license under the new ordinance. It was licensed to carry on its business under the old regulations that were superseded by the present ordinance. Shortly after the new ordinance became operative, the company began the erection of a huge bill board on Lake avenue, in the Ninth ward. The corporation counsel was directed to prosecute. West was arrested and tried in Police Court. He was found guilty and fined. Afterwards the company appealed to the County Court from the judgment of the Police Court.

A provision in the new ordinance provides that the mayor may revoke the license of any concern found guilty of violating the ordinance. West was summoned to appear before the mayor and show cause why the company's license should not be revoked. The mayor was about to cancel the license, but was restrained by an injunction issued at the behest of the company's attorney. The injunction proceedings are still pending in Supreme Court, while the company's appeal from the Police Court conviction has not been decided in County Court.

The city is now about to proceed against the company for failing to comply with the provision of the bill posting ordinance, which makes it obligatory for bill posters to be licensed. As far as known, the company has made no attempt to obtain a license. At any rate, none has been issued to it by the city authorities.

The Lowell (Mass.) *Courier* has the following account of the attempt of the Boston managers to abolish window lithographs, viz:

"One of the Boston theaters has abolished the window lithograph pass business. This is a movement in the right direction, and if generally adopted would mean much money for the box offices. People who go to theaters read the newspapers. A two-square ad will draw more patrons than a twelve-sheet stand of bills."

We will bet the Lowell *Courier* that it won't. Furthermore, we will wager the *Courier* does not know what it is talking about, and would not know a twelve-sheet stand if it was to see one.

## THE BOYCOTT

NOT A LEGAL WEAPON.

The U. S. Court of Appeals Makes a Ruling of Vital Importance to Bill Posters—The Last Prop Knocked from Under That Hateful Iniquity, The "Close" Association.

An opinion handed down in the United States Circuit Court of Appeals at St. Louis, Mo., November 13 last, holds that the boycott is not a legal weapon. The decision will be one of interest to bill posters all over the country, and especially those who are members of the Associated Bill Posters' Association, inasmuch as it upholds the right of advertisers to buy their advertising as cheap as they can obtain it and to patronize whom they please. The case in question is that of the Oxley Stave Co. vs. Coopers' Union and Trades Assembly, both of Kansas City, Mo.

The Coopers' Union and Trades Assembly caused a boycott to be entered against the Oxley Stave Co. The latter went to the United States District Court and secured an injunction against the defendants, restricting them from pushing the boycott.

The defendants appealed to the United States Court of Appeals at St. Louis, which, November 13, affirmed and sustained the decision of the lower court.

Judges Sanborn and Thayer, in doing so, said that the defendants had no right to form a conspiracy to deprive the plaintiff of its right to manage its business in a manner which it esteemed right and proper.

If such a thing was lawful, then a combination may be organized for the purpose of preventing the cheapening of commodities by the introduction of labor-saving machinery, such as typesetting machines, presses, harvesters, thrashers and thousands of other useful inventions in machinery processes and methods which reduce the cost of merchandise.

Competition also tends towards reduction, and any action looking towards its restriction or restraint is a blow at the rights of the public.

Judge Caldwell dissents from his associates in a lengthy opinion, but he, too, roundly scores trusts and combinations, and gives their methods an awful roasting.

And so it is that the last excuse for conducting the Associated Bill Posters' Association on "close" lines is swept away. It remains now to be seen if those members who possess power and influence in the organization will rise to the occasion. We shall see now if those who have acknowledged the strength and utility of the "open" organization possess the courage of their convictions. Will they declare themselves, or will they allow a narrow-minded man and a few of his henchmen to browbeat and intimidate them into silence and supine acquiescence?

Opposition is the one particular and important evil that afflicts the business of bill posting. No other one thing exercises an influence one-tenth part as baneful. It runs up rentals and it runs down prices. It gives rise to covering fights and destroys the advertisers' confidence. A single city in which it exists is a blight on all other cities.

The "close" association is powerless to deal with it. In fact, on the contrary, gives rise to it, fosters it and keeps it alive.

## THE BILLBOARD

The "open" association would make new instances almost impossible, and would do away with four out of five of the existing cases.

How long? How long will the thinking men knuckle? How long! Oh! Lord, will the pin heads rule?

## W. E. FRANKLIN.

On page 13 we offer the portrait of William Emory Franklin, of the famous Robinson-Franklin Shows, and an advertiser of marked ability and many attainments. Col. Franklin is one of the few who, starting at the bottom of the ladder

## Cannot Copyright Advertisements.

Judge Jenkins, of the United States Court of Appeals, handed down a decision on the copyright question, holding that advertisements intended solely as advertisements are not capable of a copyright. —*Cincinnati Post*.

The Alder Print is the imprint on the paper of the New York Horse Show, and the Brett Litho. Co. appears on the 16-sheet advertising the Ingersoll Dollar Watch.

## GEORGE H. HOUCK.

See page 5.

George H. Houck, of Baltimore's exclusive and only bill posting firm, Rife & Houck, was born in Carroll county, Maryland, in 1828. A brief review of his life's career will most aptly establish the truth that Mr. Houck is a self-made man. He was educated in the public schools of his native state. His experience with the business world began when, at the age of twelve years, he accepted a minor position with the queensware house of Charles M. Keyser, of Baltimore. In 1848 he entered the service of the well-known publishing firm of John Cushing & Co., of Baltimore, remaining in their employ until 1861, when he received a legislative appointment in Annapolis, Md. His initiation in the field of politics resulted in his appointment as warden of the Maryland penitentiary, which position, not proving congenial, he resigned to enter the service of the city detective department of Baltimore. He proved a capable and efficient officer, and after remaining in the municipal service for eight years, he was commissioned as a special detective in the employ of the City Passenger Railway Company, continuing in that capacity for ten years.

When a young man Mr. Houck became identified with the Volunteer Fire Department of Baltimore, and, uninterruptedly, for twenty-nine years he followed in the line of advancement and progress of the fire service until his business enterprises forced his resignation. For many years Mr. Houck was captain of No. 2 Truck Company of Baltimore. From 1863 until 1894 he was connected with the local passenger department of the Baltimore & Ohio Railroad, and severed his position with that corporation in order to devote his attention exclusively to his more profitable business enterprises.

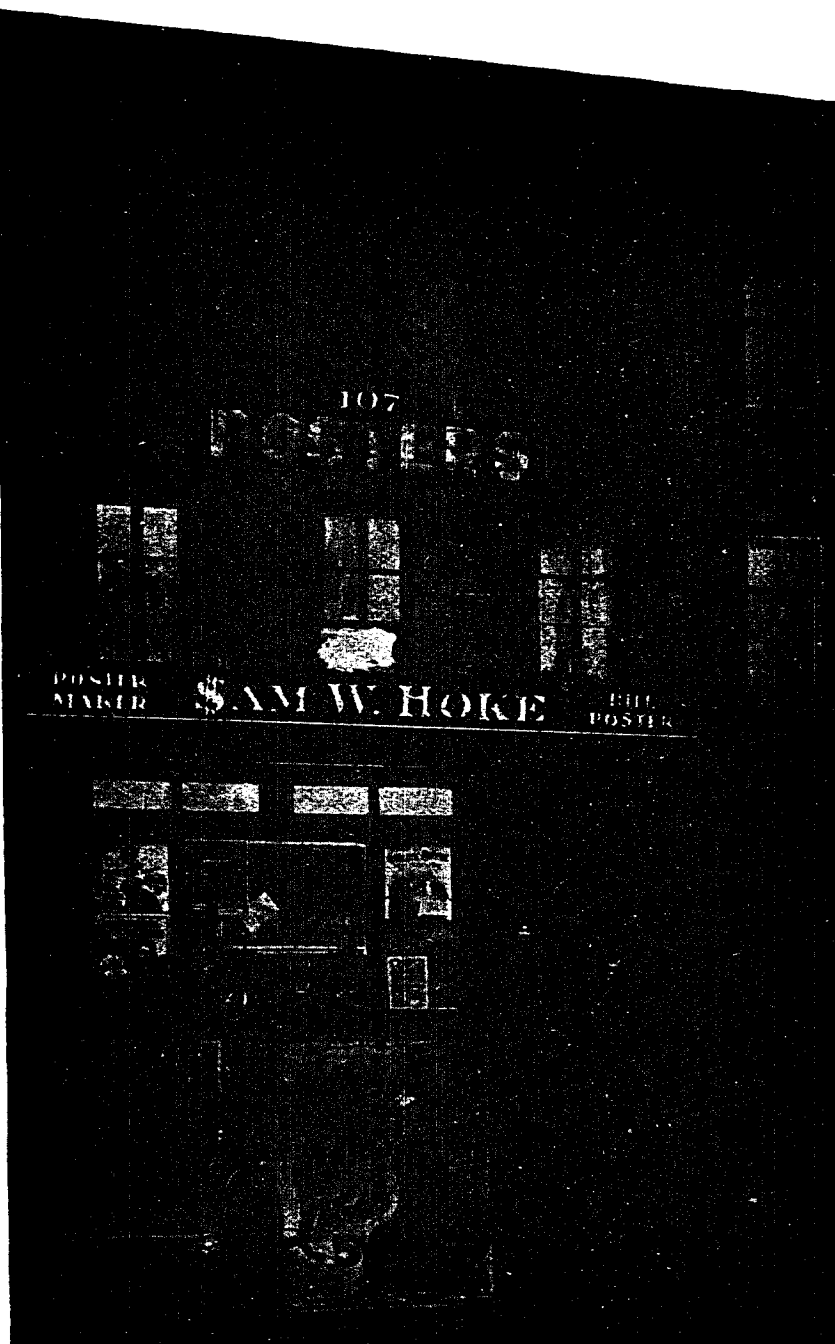
In 1888, when Mr. George W. Rife purchased the bill posting plant of the late A. T. Houck & Co., he formed a partnership with Mr. George H. Houck, under the firm name of Rife & Houck. The new firm soon annihilated all opposition, and by controlling all billboard space in the city and vicinity made opposition practically impossible.

In 1890 Mr. Houck became associated with Messrs. James L. Kernan and George W. Rife as one of the proprietors of Holiday Street Theatre, Baltimore, under the partnership title of Kernan, Rife & Houck, which theatrical enterprise still continues most successfully.

In December, 1896, together with Mr. Rife, he started a bill posting plant in Washington, and in June, following, this plant was consolidated with the L. Moxley advertising service, of which Rife & Houck are now one-half owners.

Mr. Houck is an affable, courteous gentleman, energetic and thoroughly systematic in business affairs. His varied and extensive experiences and ventures in commercial and professional lines is a fitting illustration of the truth that "the world's a stage and each man in turn plays many parts." It can, however, be said with equal truth that many have failed to play their part in the drama of life as successfully and as creditably as the subject of our illustration—Mr. George H. Houck.

"Opportunities," said Uncle Eben, "is pretty sho' ter come to ebery man. But it's a mighty good idee, jest the same, foh him ter hustle 'roun' an' send out a few invitations.—*Washington Star*."



THE HOME OF THE DOLLAR MARK.

## HOKES OFFICE.

Probably no address in New York is better known among bill posters than 107 West Twenty-eighth street, the home of Dollar Mark Hoke. There are very few knights of the brush but have pictured it in their mind's eye.

The young man in the foreground is one of Mr. Hoke's artists. That is Hoke on the steps, with his arms akimbo. He is not knock-kneed; the illusion is caused by his attire, a combination of bicycle knickerbockers and golf stockings.

C. S. Houghtaling, known far and wide as "Hote," is to start a publication of his own. We will lay odds that it will be both unique and interesting.

has attained affluence, but whom affluence has not spoiled. To many of his intimates he is still "Watseka Bill," and there is no one who enjoys hearing the sobriquet more than himself.

Col. Franklin has been bill poster, agent, general agent, partner, and, finally, sole proprietor of his own show. Afterwards railroad contractor with the Barnum & Bailey Show, the then greatest show on earth, at a senator's salary.

Leaving that organization, he accepted a position as general agent with the great Main Shows at a princely salary, and by his judicious use and knowledge of the billboards achieved one of the greatest individual records of modern times.

He is a proprietor now, but he orders the posters himself just the same, and keeps a sharp eye on the billing, too.



## Signs & Sign Painters

Address all communications for this department to  
R. H. FORGAVE, Pickerington, Ohio.

To PRODUCE INSCRIPTIONS ON GLASS.—A Continental exchange of the *Painter's Magazine* says: Dissolve 36 grains chloride of sodium in and 7 grains sulphate of potassium in 500 ccm. of water; likewise 14 grains chloride of zinc in 500 ccm. of hydrochloric acid. For use, mix equal parts of both solutions and apply the mixture with a pencil. After half an hour has elapsed the text is completely etched in the glass.

There is a whole lot of little papers published, ostensibly claiming to be devoted to the interests of agents and advertisers; while the fact is, nearly every ad. they contain is on the "catch penny" plan. The puzzle scheme which so many held forth is a fraud in every sense of the word but one. Of course, you get the paper, which is undoubtedly worth the few pennies, but did you ever hear of anyone getting a prize. The victims of their deceitfulness are mostly children and ignorant persons; the problems and puzzles being so simple that anyone who can read can solve them. The curious features about it is, that the proprietors of a majority of them are regarded as honorable men. People whom one would think would not, by holding forth such golden inducements, take the last few pennies that a child has by giving it its money's worth in something it does not want.

Emblematic signs are as old as the world. The first account we have of them is in the story of the garden of Eden, when God put cherubim at the gate to warn the only two people in the world that they must not trespass.

For large pictorial signs, distemper colors may be employed with about as much satisfaction as oil paints, while they are much more easily and more quickly worked. In advertising signs, where they are only required to last for a certain time, their use is recommended. They may be made to last quite awhile by using a cheap varnish over them. Thin varnish intended to be used over distemper with benzine or gasoline. By so doing the glass will be preserved. When much turpentine is used in varnish it kills the glass; besides is injurious in other ways.

When it comes to subscribing for newspapers and periodicals there are men, in some respects, like a certain class of temperance people, so long as the whisky is free they set no limit to their capacity. When they have to pay, they are temperance men both in words and in action. Moral: Don't condemn your trade journal because your subscription is not paid.

One of the chief difficulties in the way of the betterment of the conditions of trades of all kinds is jealousy. Because one man is a little better mechanic than his neighbor is no reason he should attempt to down him. The general public always considers such attempts in their true light. When you abuse a man in the same occupation as yourself you abuse the occupation. People will find out what you can do without your heaping coals of fire on your neighbor's head. Dignified respect for your fellow-craftsmen's accomplishments always brings the respect of the public. Your work will find you out.

Colors ground in oil are dearer at first cost than dry colors; but, like grandma's home-made stockings, cheapest in the long run.

Yellow is the strongest of the primaries. Blue is called the receding color; that is, yellow will appear to be the closer when both are placed the same distance away. Red possesses neither of these characteristics.

To set gold letters off to the best advantage, they should be separated from the ground color with black. The exceptions to this rule is only when the ground is a pure white or a jet black.

Glycerine put in water in which brushes are kept will prevent its freezing.

For varnishing water-color drawings on paper an exchange recommends the following treatment: Take pure crystal glue and boil in sufficient water to bring it to about the consistency of shellac polish. Apply it evenly with a soft brush, and allow to dry twenty-four hours. Now varnish properly with thin damor lacquer. Paper varnished in this manner may be washed off with soft brushes.

A cheap rough-stuff filler may be made of keg lead, 1 part; ochre, 4 parts; mix stiff in  $\frac{1}{2}$  gallon of raw oil; apply heavy, avoid brush marks.

### The Public Demands by the Sign Painter,

We have always heard and read, that a sign, to be effective, should be brief. It is generally considered that constant publicity wins success in business; it being assumed that when people see your name constantly before them, they begin to think they know you, and it is then but a short step from acquaintance to patronage. The eloquence of advertising does not lie in brevity, as some would have us believe, but in what is said and the manner of saying it. This applies to sign painting, other than merely the firm's name, intended only to mark a place of business, as surely as it does to other branches of advertising. "Brevity is the soul of wit" can, no longer be held up as the sign painter's motto in these piping times of hard times. This thought will bear the searchlight of inspection. To illustrate a bulletin, and then only have a few worn-out words, a phrase or two, as the text, is inexcusable from an advertising standpoint. Why not enumerate some qualities of the thing advertised that will make it seem superior to all other articles of the same kind, and in this wise create a demand for it. If there be any quality or characteristic that will cause a want in the public mind, or which might be productive of sales, the place to say it is on the bulletin in connection with the illustration, if any.

#### "GO TO JOHN JONES' FOR GROCERIES"

is of no force as an advertisement. Why go to Jones', any more than to Smith's? They both are in the same business. Yes, why go? Why not tell the public why they should go, by stating some points that will produce a desire for Jones' goods above that of Smith's, or by enumerating some peculiar quality that would be most likely to lead the public in Jones' direction? Many people think they are advertising when they are not. They go to work and get up a highly decorated sign, probably lavishing a large expenditure of money on an artistic execution of the illustration, and then fill in, per-

haps, only a small portion of the remaining space with a phrase or two—in many instances with only the name of the firm and the name of the article—when they might just as well put in a striking sentence or sentences, with very little extra expense, if any, which might prove of incalculable value in increasing the sales. It is the business of the practical advertiser to make sales, as it is to constantly keep a name before the public, provided he can do it with a small extra expense.

Bulletin advertising is increasing at a most rapid rate. Good bulletin painters are a scarce article. The market is not glutted, nor will it be for some time. Business men are fast learning that good bulletin advertising is the surest means of reaching the public, and also that it is the cheapest in the long run. The following simple and practical facts bear me out in my assertions, viz.: A bulletin advertisement never sleeps; it cannot be folded like a circular and thrown away without a glance. It can neither be washed off, rubbed off nor pulled off, like a poster. You are not annoyed with it in your mailbox, nor are you disgusted by its being continually handed to you on the street. It stands as a silent monument to the business it represents, while it is talking all the time, and always to a crowded house. It never intrudes on anyone. You have the privilege of reading or of letting it go unnoticed. A good bulletin is out for all that is in it. Rising with the birds it puts on its most becoming attire and sails in for a hard day's work. Thousands see it; thousands read it, and thousands buy because they see and read it. The next day many of the thousands that read it the day before read it again, while the little 2 by 4 dodger lies buried in the gutter, destined soon to fill the ragman's bag or occupy an unenviable position in the city garbage.

The primary object of advertising is, to sell goods. In order to do this, a desire must be created. Charles Aussen Bates says there is no such thing as creating a desire by advertising. He says the desire is inherent; the thing is to intensify it, bringing about a demand. Be this as it may, there must be a demand, before goods will sell, whether the desire for them is created or not. It matters but little by what route a demand is created, so it is done; but there is one thing sure—some men will sell more goods of the same kind than others, and some advertisements will indirectly cause the sale of more goods than other advertisements. The question then arises, Which bulletin is the better?—the one which merely gives the firm's name and the name of the article, or the one which proclaims its virtues in a concise and business-like manner? Common business tact argues strongly in favor of the latter.

Simple announcements on the windows or on the sign boards are, of course, effective; they appeal to the passerby in a dignified way which commands his respect, even if it does not secure his patronage. A business house without its sign or signs is like a boat without a rudder. There is an undefined attraction about a business place with well-chosen ads, whether they be in the shape of worded signs, or in some other form which gives it a distinctive characteristic peculiarly its own, and when carried out in an up-to-date manner is, undoubtedly, a safe and sure means of drawing custom. People now generally realize that a sign in some other part of the city, or miles away, is more effective in drawing custom than one in close proximity to the business—is it not the means of bringing people to the place where the business is done who would, perhaps,

never hear of it? Hence, it is not necessary that the words of the bulletin should be strong and effective? The main consideration, when doing such a class of work, is to reach the people who want the article advertised, without intruding on those who care nothing about it. This is good advertising. It is admitted, in general, that the surest and most effective way of doing this is by bulletin signs, placarding and posting. Bulletins being the most stable, are, consequently, the best. There is some danger, however, in overdoing the bulletin. The salient points of such a sign should be made strong both in lettering and coloring, while the selling qualities connected therewith should be truthfully and honestly enumerated in smaller letters, while not a word should be allowed to enter anywhere in the *tout ensemble* that flavors of exaggeration or misrepresentation. This manner of advertising may be longer in building up a trade, but when once the business is established, it will be on a firm basis. The patronage will be of the stable kind—the kind most desirable. False representation will readily secure trade, but will not hold it. In a general way, a bulletin is intended to educate the public mind to think the best of a certain man's goods, when thinking along that line, and the man who can carry this special characteristic into his work is the one who will be the most successful.

I expect I have said and written it a thousand times, that the billboards of America should be controlled by the sign painters. For who are better equipped to do the work than they? It is true that a great many of them are in the hands of the sign painters, while it is equally true that the major portion of the business is maintained by men who employ sign painters to do that part of the work, not having a practical knowledge of it themselves. Again, there are many cities and towns which would maintain a well-regulated system of billboards and bulletin boards, which have none at all. To my notion, bulletin painting, where one owns a good plant or plants, pays better than any other branch of painting. It is necessary, however, that the painter should own the boards. In view of the fact that there are so many towns and small cities that have no bulletin boards, we take the liberty of advising sign painters stationed in such places to build a set of boards. I assure you, if there are any enterprising men in your town or city, the boards will soon pay for themselves. All business men are favorably impressed with bulletin sign painting as a means of proclaiming the merits of their goods to the public. The lumber suitable for such work is cheap, and the privilege of putting them up on vacant lots and near the railroad stations may be obtained for a small rental, and in many instances for nothing. The billposting part of the business, which in some places is quite an item, is an easy matter for the sign painter, many sign painters being naturally adapted to the work by reason of being paper hangers. Circular distribution may also be added, while sign tacking, of course, is an accessory occupation.

The plan on which bulletin painting is done is known to the trade as a "time display or exhibit." A certain space is rented to a business man, and his advertisement is painted or posted thereon and allowed to stand for thirty days or a year (thirty days being the minimum, and a year the maximum, generally), when it is painted out or covered with other paper, without the contract is renewed. Painted work is generally charged for by the square foot, without reference to the num-

ber of letters; there is no regular price. It depends altogether on the size of the city and the value as an advertisement. Posting is charged for at 80 much a sheet; anywhere from 4 to 12½ cents per sheet, according to the size of the city.

Someone a little wiser than his fellows, truly remarks: "It is not a theory, but a condition, that confronts us." In bulletin painting, no phrase can be more applicable than this one. It is not so much a question of getting the work to do, as it is of doing it. The trouble is this country is overrun with labor, but not of the right kind. There is too much unskilled and not enough of skilled labor. Then, again, there are too many that are skilled in certain branches and not enough in others. The labor of the country, both unskilled and skilled, is unbalanced. It is a fact, there are many good sign painters out of a job at certain seasons. They are skilled, but not in the right way. The business public, at present, demands that they shall be originators of ideas, of catchy designs, of something that will attract the mind and eye of the public and hold it; the end of which being the cause of the sale of a certain article or of certain goods. The poster is, to a large extent, responsible for this state of affairs. From the staid puritanical Roman and block letters of the past generation, sign artists have vied with each other in producing fantastical designs, until sign painting has developed into what we might term an unregulated system, full of fancies and devoid of form. Some artists have carried it so far that it seems to assume the grotesque and ludicrous. It is a question whether there is any advertising value in a grotesque bulletin, and it will admit of arguments both for and against. It appears to us, however, that the funny man has no place in advertising of any kind.—*From Painter's Magazine.*

### Polyglot Publishing Co.

The publication in St. Louis of twelve magazines in twelve different languages is the herculean task in which Alexander Konta, broker and banker, is the moving spirit. With him is associated William Borsodi. Eighteen years ago they were engaged in publishing a newspaper at Budapest. The offices of the new company will be located in St. Louis, and the typesetting, printing and binding will be done there. It is strictly a St. Louis enterprise. Mr. Borsodi, who is editor and proprietor of the *American Chess Magazine*, will have full charge of the publication and business interests of the new company. The first numbers of the proposed magazines will be issued during the third week in December. Offices have already been established in New York and London. In view of the fact that there are in this country 3,000,000 Germans, 900,000 Scandinavians, 600,000 of Slavonic birth, 500,000 Italians and French, besides the thousands and millions of other nationalities, advertisers will do well to look into this venture carefully. It certainly promises well.

### In the Far South.

The advance corps of the various cruises experience some few inconveniences in the Sunny South. Lack of facilities is among their chief difficulties. We illustrate a recent incident in the campaign of the advertising force of the Robinson-Franklin shows, which shows the character of conveyances that they occasionally have to put up with.

### Additional Distributors.

We wish that other distributors would follow the example of Bridger, of Atlanta; Lefebvre, of Manchester, N. H., and Reid, of Kansas City. This department could be made highly interesting and helpful if we could secure an occasional letter or contribution from all our friends. Remember our aim is to make this a monthly experience meeting. We can do it if everyone lends just a little help.

Fischer, of Omaha, still takes an active interest in THE BILLBOARD, if not in the association.

Vansyckle, of Indianapolis, writes: "Business is excellent with us; in fact, we are rushed as we never have been before, but everything is moving smoothly, and everybody satisfied."

Anyone who would make a success of the business of house-to-house distributing must observe the following rules religiously, viz.:

- No. 1. Give exactly the service you contract to give.
- No. 2. Never take an order at a less figure than you can afford to give your best efforts.
- No. 3. Use good stationery.
- No. 4. Join the International Association of Distributors.
- No. 5. Keep your name before the advertisers of the country by means of an advertisement in THE BILLBOARD.
- No. 6. Subscribe for THE BILLBOARD, and read it thoroughly.

Hudson, of Pittsburgh, has remarkably good taste in the matter of stationery.

Clough, of Chicago, is very busy. He has recently opened up an office down town.

Maurice Weintraub is very highly spoken of by traveling agents. It is said that his service is as near perfection as human ingenuity and vigilance can make. Weintraub is a credit to the I. A. of D.

J. H. Crownover, of St. Paul, has established an exceptionally good business in that city.

### HERE AND THERE.

Stahlbrodt knocks everybody, and everybody knocks Stahlbrodt.

A well known solicitor recently sized up Stahlbrodt as follows: "As a solicitor he is a frost. He cannot get a customer unless he can scare or bluff him into a deal." It is noticeable that bill posters pretty generally are steering clear of *Display Advertising*. Most of them would not mind throwing him a few dollars for an ad now and then, but they object to creating the impression that they were bluffed or brow-beaten into doing so.

Youde's Limited will be one of the greatest successes of the epoch. It is based on sound principles and its earning possibilities are almost without limit. We venture to predict that its common stock will treble in value within the course of two years. We have some concerns in America that pay big dividends, but they pale into absolute insignificance when compared with the magnificent returns which Mr. Youde's scheme promises.

There are a few bill posters who are still afraid of Stahlbrodt's evil eye, but their number is dwindling rapidly.

Haskins, of Providence, denies the rumor that he contemplates selling out to Ames.

THE BILLBOARD is the original. All the rest are imitations. 'Nough said.

The associate editor of the official organ of the American Advertising and Bill Posting Co. of Chicago roars over the fact that Edw. S. Bridger, of Atlanta, appropriated an article from his toy book. He neglects to explain, however, that he in turn stole the stuff almost bodily from previous issues of THE BILLBOARD.

Hote is soon going to start a bill posters' paper. He will try to imitate the great success of THE BILLBOARD. Imitation is the sincerest flattery.

## Poster Printers

The magnificent eight sheet advertising Pepper whisky, which is sent out by Ramsey, of Lexington, is from the press of the Henderson Litho. Co., of Cincinnati. It is a beautiful creation, and reflects credit on the company who made it. The entry of the Henderson Co. in the poster field gives the Queen City seven poster printing houses, as follows, viz.:

Russell & Morgan.  
Hennegan & Co.  
Enquirer Job Printing Co.  
Donaldson Litho. Co.  
Strobridge Litho. Co.  
Henderson Litho. Co.  
Commercial Job Rooms.

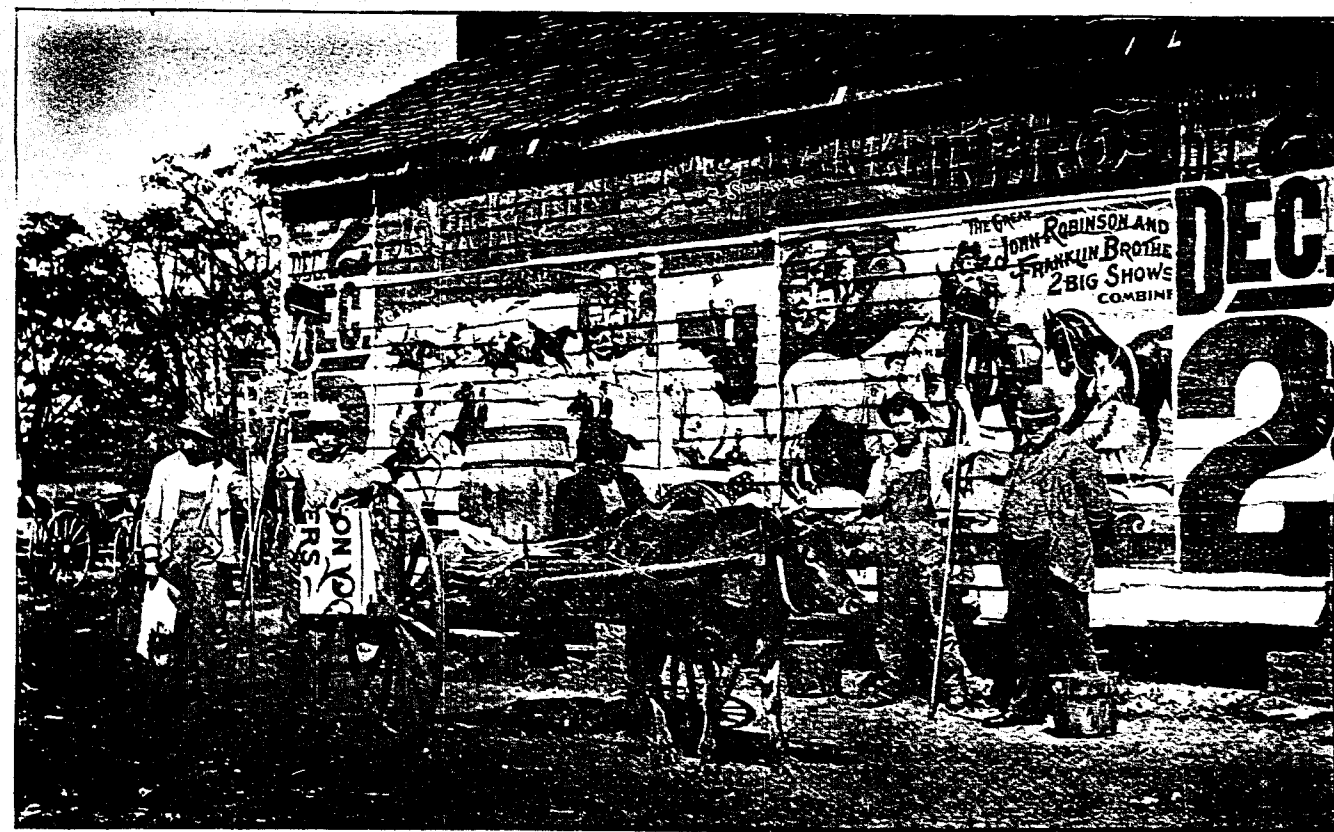
There are more posters printed in Cincinnati than in any other city in the world.

Popular Billy Leachman will manage the theatrical end of the Russell & Morgan Co. Theatrical printing is a new departure for this concern.

Chicago just now presents two anomalies—The Winterburn Show Printing Co. without Winterburn and the Jordan Show Printing Co. without Jordan. Mr. Winterburn is now in business under the name of W. J. Winterburn & Co., and Mr. Jordan is manager of the old reliable Central Show Printing Co. Both concerns are located at 140 and 142 Monroe street.

Mr. F. F. Biggs, vice-president of the Tuscarora Advertising Co., printers and manufacturers of an extensive line of advertising novelties at Coshocton, Ohio, was killed by falling from the roof of the company's building November 5. His fall was due to carelessness while flying a box kite.

Hennegan & Co., of Cincinnati, have a remarkably fine trade with the bill posters of the country, and it is due as much to persistent advertising in THE BILLBOARD as it is to their superior product.



Billing a Country Route in the Far South.



### PRUDES ON THE PROWL.

A bill is to be introduced in the New York Legislature asking for the removal of all billboards on the Hudson River. It is claimed therein that they are unsightly and mar the effect of the scenery. The instigator of the proposed measure is one of the heaviest holders of Consolidated Ice Co.'s stock. To maintain that the billboards with their cheerful bits of color are one-tenth part as unsightly as the ice houses of the company, or that they are as obtrusively prominent, is the height of absurdity. The New York Bill Posters' Association need only have a rider attached to the bill including the abolition of ice houses, and it would be dropped instantly.

Alderman Hirsch, of Chicago, is plunging himself over his ordinance which limits the size of billboards and bulletins to 3x5 feet within 400 feet of parks and boulevards. The idea is in no sense new. It has existed for years in New York, where Alderman Hirsch, undoubtedly, first learned of it. Alderman Hirsch has the originality of an ape, and about as much legislative ability.

The aldermen of Paterson, N. J., have been seized with a violent fever of aestheticism. They have been calling the billboards eyesores and saying other mean things about them. They will get over it though, bless their beauty-worshipping souls.

Just wait until Lowden and O'Mealia have expounded the laws of true art to them, and they will be ready to swear that the artistic possibilities of a billboard exceed those of a woodland brook.

Sam. Hoke's "Admiral Girl" has caused a spasm among the good ladies and old hens in Minneapolis, and the W. C. T. U. has moved on Breslau and Shearer in such formidable array that those doughty champions have had to cease hammering each other for the time being, in order to make common cause against their mutual enemies.

The Ladies' Council of Oakland, California, with a view of improving and beautifying that city, roundly condemned fence and billboard advertising and suggested plans to abolish both. Of course, the *Oakland Telegram* pronounces the suggestions admirable.

"Kick if you don't get them" has thrown Los Angeles into convulsions, according to the *Los Angeles Herald*. It appears, though, that the editor of the sheet mentioned is the only citizen so far who is frothing at the mouth.

Cincinnati is all stirred up over her bad billboards; at least so the newspapers say. In reality, it is only Rev. Pelton and a few benevolent old ladies. Sam. Hokes "Admiral Girl" is guilty again. That is to say, it was she who brought out the rash. The fever has been slumbering this long while. We cannot see what there is about that damsel that makes her so troublesome. It must be "the naughty little twinkle in her eye," or maybe it is the position of the admiral's hand.

And Detroit, too, as witness the following from the *Free Press*:

"The W. C. T. U. has inaugurated a movement to purify 'obscene billboards and to abolish Sunday theatricals' in Detroit. A committee, consisting of Mrs. Margaret Perry and Dr. Mary Willard, had been appointed at a previous meeting to look up the law regarding the nature of

the lithographs allowed to be pasted on the billboards throughout the city."

If the ladies who are thus placed on record in the public prints as "delving for nastiness" are satisfied, we do not see how anyone else can object—save their relatives.

East Orange is trying to work itself into a frenzy, but Sam. Pratt smiles blandly, and Slocomb is calm and unruffled.

The *Boston Transcript* tearfully regrets that the billboards on the Washington street front of the South Buryal Ground cannot be removed, because the city has sold that part of the cemetery. *The Transcript* agitated this matter at much length. *The Transcript's* case is very sad.

The Denver papers crabbled their crusade against the billboards of that city. They published the names of the ladies who inaugurated the movement too early in the fight, and as they (the ladies) were only looking for a little newspaper notoriety, they promptly retired completely satisfied with themselves. And Curran? Oh, yes; Curran—he merely smiles.

### THE ASSOCIATED BILL POSTERS.

When the association expelled Haskins, of Providence, and accepted Ames, it took a long step in the direction of the open association. In deciding to maintain some six or seven members in the City of New York, it has taken another. A few more like this last and they will be near enough to embrace. Then—peace, an end to wrangling, factional jealousies, wire pulling for personal ends and the other evils which now hamper the organization and impede its progress. With opposition eliminated, it will be possible to create service and make money. There are happy times coming.

Billy Lowden, of Munson's, and Reagan & Clark are now members of the Associated Bill Posters, thanks to O. J. Gude's finesse. They both own stock in the Paterson Bill Posting Co., which holds the association franchise at that point.

A correspondent who desires his name withheld, wishes us to state that the Executive Committee blundered egregiously when they turned down Siebe & Green and endorsed Owen & Varney. We make the statement because we believe it. We want to say to our correspondent, however, and all others who desire to stir up trouble, but who have no stomach for a fight, that anything they are afraid to sign had best be left unsaid.

There has been much to commend in the work of the Executive Committee so far, but the impression prevails very generally that their resort to the boycott in the instances of H.-O., Snider's Catsup and Hoke was a mistake. Dishon, in Terre Haute, is not going to refuse work to protect Van Beuren & Co. in New York until Van Beuren, in New York, will refuse work to protect Dishon, and that will be—never.

Sam Pratt cannot turn down, say, Pabst, because Pabst has trouble with Dishon. He cannot afford it. The small town bill poster knows it, and threats of expulsion are idle and useless in the premises.

The boycott is, therefore, futile. But, though futile, it is not harmless, because it works injury to the association and the business of bill posting. Advertisers regard it not only as unfair, but underhanded. They look with contempt upon any organization that will resort to such an obsolete and illegal measure. It does not pay to incur the scorn or displeasure of advertisers.

### THE SPOILS OF THE RAID.

The advertising of the future will be illustrated. There can hardly be any question about that. Pictures are quicker than type. You get an impression from a picture in half the time you will get it from reading. The advertisement with a picture in it will get attention five times where the unillustrated will get it once.—*Printers' Ink*.

The Associated Bill Posters' Association is a "close" one, and only permits one member in one town. This same member has been compelled to work at association prices, no matter whether he had an opponent or not. To meet this difficulty, the convention at its last meeting decided to grant a dispensation to its members who had to fight an opposition, giving their permission to charge what prices they cared for a certain limited period, so as to enable them to fight their opposition at cut rates. This ought, at any rate, to suit the advertiser. Its teaching seems to be that bill posting is only yet its infancy. When the railways first commenced with opposition lines they ran trains between certain points at ridiculously low rates, to the great delight of the public, but to their own financial loss. No such suicidal policy is now allowed. The fares are fixed and definite, and these great monopolies agree together as to the terms on which they will carry their passengers, which, upon the whole, are fair and reasonable. No hardship is inflicted upon the public, and the shareholders do not suffer by a cutting policy. May we venture to expect that the day will come when bill posting will be conducted on similar common-sense principles, and when by organization and control such an approximate uniformity of charges will be reached that the advertiser will not be able to quote one town or one firm against another as a reason for a reduction in prices all around?—*The Bill Poster*, London, England.

Suppose a man should come into your store, dressed in a suit of clothes so loud that you could hear them a block away; a man with paste diamonds and a dyed mustache; a flashy, loud-mouthed sort of a fellow. Suppose he wanted to transact business with you which necessitated your placing absolute trust in his integrity. You'd turn him down, wouldn't you? Yet you print ads dressed in the loudest clothes you can find with the aid of an unabridged dictionary and a searchlight, loud-mouthed, bombastic, vulgar ads, which chew tobacco and spit on the floor, and evidently haven't had a bath in a month. You expect people—sensible, refined people—to read these ads and feel convinced that you are the right kind of a man to do business with. Is that reasonable?—*Brains*.

In advertising, the first and one of the most important things is to catch the eyes the next to convey to the mind of the reader a mental picture of the subject of the advertisement. In nearly every advertisement there is something that can be illustrated, something that can be pictured; and whenever the illustration is a good one, that advertisement is the better for it.—*Ad Book*.

Good pictures will make your advertisement stronger, but you can't depend on the picture to do it all. The good picture must be backed up by good description and good argument.—*Advertising World*.

In the New York city election Tammany Hall used advertising matter that was better written, more artistically put in type and more judiciously displayed than that of any other organization. Cards, billboards and painted signs were employed. In all newspapers, of what ever editorial policy, that would sell reading space, such space was used by Van Wyck. Does advertising pay?—*Fame*.

Probably one of the largest billboards ever erected in Central New York has just been put up by George Castner. It is located on the Grand Opera House building, corner of Montgomery and Fayette streets, and is seven decks high, or seventy-seven feet in the air.—*The Courier*, Syracuse.

Year after year the advertising business in all its forms assumes a more professional dignity. To-day the bill poster is almost as important an adjunct of the commercial world as the merchant or manufacturer.—*The Bill Poster*, Chicago.

C. S. Houghtaling, the original and only "Hote," New York's big sign man, is to start a new paper. It is safe to predict that it will treat of the value of getting your name up "by signs," and be issued in the interest of good advertising and *Hote*. And here's wishing good luck to the new enterprise.—*Profitable Advertising*.

The solicitor who can create a new advertiser, and nurse him along to success, is a true missionary in the advertising world.—*Advertising Experience*.

### POSITIVELY REFRESHING.

In these days, when the majority of newspapers are hysterically decrying all manner of advertising save newspaper space, the following gem from the *Detroit News* is as welcome as a shower in the desert:

"A boy with a bag hung at his side came up the street at a brisk, businesslike gait. At each open door or window he paused long enough to toss in a half dozen gaily colored printed slips, bearing the advertisement of some enterprising firm.

"The allowance with which he favored the machine shop next the alley was unusually large, and a draft of air caught the bits of paper and scattered them over a wide area of floor.

"Pretty soon a man with a frown on his face and the air of an important subordinate came to the doorway and glared indignantly up and down the street.

"Here, you!" he yelled after the busy and impartial distributor. The boy paid no heed.

"Dick," shouted the man in the doorway, frowning again.

"A shock-headed youth, wearing a greasy apron and carrying a broom, appeared behind him. The man pointed angrily to the offending advertisements, and the youth, after one or two ineffectual attempts to whisk them into the street with the broom, picked them up one by one, threw them on the walk and retired. The man still stood in the doorway frowning. The wind carried most of the papers into the street.

"Presently he glanced down at one of the doggers that lay near his feet. After a moment he attempted to turn it over with his toe. Failing in this, he stooped and picked it up. He read one side; then he read the other. Then he folded it carefully and put it in his vest pocket."

### PATERSON.

**Fight Is All Over, But the City Council Is Now Trying to Take a Fall Out of the New Company.**

The fight for the possession of Paterson, N. J., has been ended. Sam. Pratt sold out his interest for a small cash consideration, and the town now belongs share and share alike to W. B. Lowden, manager of the Munson Bill Posting Co., O. J. Gude Co., Reagan & Clark and J. F. O'Mealia.

The style of the company is the Paterson Advertising, Bill Posting and Sign Co., and it owns the franchise in the New Jersey State Association, which virtually makes Lowden and Reagan & Clark members of the A. B. P. A. and entitled to all the benefits and privileges of the organization.

The new company has been erecting boards here, there and everywhere. In fact, they have been getting the town in fine shape; but the aldermen, egged on by the newspapers, have been trying to call a halt. The following is one of the numerous clippings reflecting the situation.

Building Inspector Terhune presented the following report in reference to the sign boards:

"To the Honorable Mayor and Board of Aldermen:

"I would respectfully report under your instructions that I have examined the most of the largest billboards or signs, as they may be called, in regard to their safety. The timbers are bolted to the roofs of the different places, braced and nailed from those timbers to the signs. I would report, so far as I can see, they are safe at the present. In my opinion the most danger would be from blowing off, they being open on the backs. They certainly are an additional fire risk in fire limit, which is a violation of the ordinance. I also claim they are additions to buildings. They have those timbers bolted fast to the main roofs and braced from those timbers to the signs, which I claim under the ordinance makes them an addition to the buildings.

GARRETT TERHUNE,

"Building Inspector."

O. J. Gude, president of the bill posting company, was given the privilege of the floor. He said there were hundreds of the same signs in New York, and no objection was made to them. It had been said that the new company was composed of outsiders. The speaker had an interest in this city and had been connected with the local grocers' association for twelve years. He did what he could among wholesale houses for the pure food exhibit. There were four bill posters here when the new company came. The town was not able to support more than two, yet the local men were given what they had asked for. As to the bill board opposite the City Hall the company paid a yearly rental of \$70. This, on a basis of five per cent. interest, represented a value of \$5,000, and this value is placed where it was unavailable before. In this way valuations had been increased by the new company. Mr. Gude assured the Aldermen that no obnoxious pictures would be placed on any of the bill boards. The company was paying rents amounting to a quarter of a million dollars to New York people, and it looked forward to the time when it would be spending \$25,000 a year in Paterson. Alderman Boylan held that the billboards, or some of them at least, violated both the Fire Limit ordinance and the Health Code, and that during wind storms they grew dangerous. City Counsel Simonton was asked for an opinion and replied that he did not believe that the sign boards were

a violation of the Fire Limit ordinance. Alderman Lang was of the same opinion as Alderman Boylan, and if the boards were not a violation of the Fire Limit ordinance they were certainly a nuisance. Yesterday afternoon he noticed that the bill posters spattered their paste on people passing on the sidewalk, and the citizens found it necessary to take the road. Alderman Boylan suggested that the Building Inspector be directed to employ a corps of carpenters to pull the signs down. President Gude said he was perfectly willing that this should be done if the city would take the responsibility, but he could tell the Aldermen that the question had already been thoroughly gone over and the company had the law on its side. If the city tore down the signs it would sim-



JOSEPH J. FLYNN.

ply have to put them up again and pay the company damages. The speaker told the Aldermen this as a matter of fact and not in any spirit of antagonism. Mr. Gude said that his company had increased the value of property in this city from \$50,000 to \$100,000. The question of tearing down the signs was put to a vote and was lost.

### A Chicago Scrap.

As the result of an exciting fight in the bill room of the Schiller building David Howard, a bill poster connected with the Columbia Theater, is at Kuhn's Hotel under the care of a physician and John T. McArty, advertising agent for the Schiller Theater, and his brother, T. McArty, are under bonds to appear before Justice Hoglund Nov. 15 to answer to the charge of assault with a deadly weapon with intent to do bodily injury.

Mildrum, of Yonkers, now controls Sing Sing, N. Y.

### SENATOR

JOSEPH J. FLYNN.

**Popular Joe Flynn, the Bill Poster at Lawrence, Mass., Elected by an Overwhelming Majority.**

Although Lawrence, Mass., is a Republican stronghold and Joe Flynn the enterprising bill poster at that point is a Democrat, the latter was nevertheless elected at the recent election. Massachusetts went Republican pretty strongly, and Wolcott, Republican nominee for Governor, carried Lawrence, but Flynn was elected by 1,367 plurality over Dow, the Republican nominee. The latter was the strongest man in

**He Thanks Him for the Criticism.**

OFFICE OF CHAS. L. MCCLELLAN, MEMBER OHIO BILL POSTERS' ASS'N., XENIA, OHIO, NOV. 12, 1897.

MR. SAM. W. HOKE, NEW YORK: Dear Sir—Yours of the 8th received with check for the third month of Childs' Cigar posting, for which accept my thanks.

I also want to say that I read your article in the *BILLBOARD*, where you give some bill posters fits, and you say you expect some of them will "get hot under the collar." Now, I don't think any honest bill poster will get hot when he is at fault. At least, I own up that I did not do right in not notifying you when I commenced posting, and I am not hot either; but thank you for pointing out to me where I am wrong. I am new in doing commercial work. I am in the business to stay, and am putting up a plant that will be second to none in the country for the size of the town. And I am glad to receive any advice that anyone (who knows) will give, to help me to give my patrons the best service. Thanking you again for past favors,

I remain, respectfully,  
Nov. 23, 1897. CHAS. L. MCCLELLAN.  
I have no objection to your publishing this letter if you think it will be of any benefit to the craft.  
C. L. M.

From the fact that some of my criticisms in these columns have been received with some coldness, I am glad to make public the above letter from a man who feels that he is being benefited rather than injured.—J. W. H.

### SOMETHING NEW.

Articles of incorporation of the Rotary Sign Co. (whatever that may be) were filed at Paterson, N. J., November 15. The company will manufacture paint and erect signs, and has an authorized capital of \$5,000, but begins business with a paid up capital of \$1,000. The incorporators are Charles W. Turner, O. J. Gude, Frank Fitch, E. C. Gude and Arthur J. Gude.

### DIED.

Captain Jack Bentley, the veteran bill poster of Nashville, Tenn., died suddenly of heart failure on the morning of Thursday, November 11, 1897, at his home in that city. He had just eaten a hearty breakfast, and about 8:30 a. m. got into his buggy to go to his office in the Masonic Theater, when he fell from his seat and expired in a few minutes.

Captain Bentley was well known to every theatrical and circus manager on the road, and had been in the bill posting business for a number of years. He was a native of Ohio, and when the war broke out enlisted in the Tenth Ohio regiment. At the battle of Perryville he was wounded in the leg, and for bravery on the field he was promoted to a captaincy, and was mustered out of service in 1863 as a captain. He worked at his trade, an iron molder, in Cincinnati for many years. For a long time he was in the internal revenue service as a special inspector and special gauger at Nashville, and served that city in the capacity of chief of the Fire Department.

He was a member of Geo. H. Thomas Post, G. A. R., of which he was past commander, and at the time of his death was assistant inspector general of the department.

In politics he was a staunch Republican, never wavering in his fidelity to his party.

He was buried at Mount Olivet Cemetery, Sunday, November 14, with impressive ceremonies, the casket being entirely hidden by the numerous floral offerings. He leaves six daughters and four sons.

The bill posting business will be carried on under the same name of John Bentley & Co., his son John Bentley, Jr., succeeding him.



## LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urged to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely free of charge.

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### GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville Dr Sam Hape sec

### MISSISSIPPI.

Natchez Natchez Fair Assn Dec 27 to Jan 1

### MONTANA.

Dillon Dillon Fair and Racing Assn

### NEW MEXICO.

Raton Northern New Mexico Fair Assn

### PENNSYLVANIA.

Mansfield Mansfield Fair Sept 27 to 30 1898  
John M Barden pres J A Elliott sec W D Husted treas

### TEXAS.

Houston Fruit Flower and Vegetable Festival Dec 6 to 11

## Poultry Shows.

Ansonia Conn Ansonia P and P Assn Jan 26 to 28 C A Hill sec  
Asheville N C Jan 4 to 7 1898 F E Hege sec Raleigh N C  
Amesbury Mass Amesbury Poultry and Pet Stock Assn Dec 22 to 25 H A Mykantz sec  
Ashland O Ashland Co P Assn Dec 22 to 25 H A Mykantz sec  
Auburn Neb Nemaha Valley P Assn Nov 30 to Dec 3 Rhodes J L L Alspaugh sec  
Austin Tex Austin Poultry and Pet Stock Assn Dec 15 to 18  
Belleville Ill Southern Illinois Poultry Assn Dec 14 to 17  
Bloomington Ill Bloomington P Assn Dec 14 to 18 B N Pierce J D Shipley corsec Normal Ill  
Bluffton O Consolidated P Assn Feb 1 to 5 H A Bridge J D Kolb sec  
Boston Mass Jan 17 to 21 A R Sharp supt Taunton Mass  
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburg N Y  
Canton O Canton P Assn Jan 4 to 7 F H Shellabarger J W Friedman sec  
Cedar Rapids Ia Cedar Rapids P Assn Jan 10 to 15 B N Pierce J D Shipley corsec  
Charlotte N C Charlotte Poultry Assn Jan 12 to 15 W M Barringer sec  
Chicago Ill National Fanciers' Assn Jan 24 to 29 Chas S Weaver sec 100 Washington street  
Cleveland O Northern O P and P Assn Dec 6 to 12 F R Hunt sec  
Clinton Mo S W Mo P Assn Dec 14 to 17 W H Talbert sec  
Coulterville Ill Egyptian P Assn Dec 14 to 16 Samuel Eyre sec  
Dallas Tex Dallas P and P Assn Dec 7 to 13 H M Skelton sec  
Davenport Ia Eastern Iowa P and P Assn Jan 17 to 20 J B Voss sec  
Danbury Conn Danbury and Bethel P Assn Dec 28 to 31 F Bowman sec  
Denver Col Colorado Poultry Assn Jan 10 to 15 Detroit Mich Michigan State P and P Assn Jan 10 to 15 F W McHugh sec  
Dixon Ill Rock River Valley Poultry Assn Dec 14 to 18 Shellabarger J F W Fargo sec  
Elmira N Y Dec 6 to 11 W W Andrews sec  
Elwood Ind The Madison and Tipton Counties Poultry and Pet Stock Assn Dec 8 to 10 1897  
Erie Pa Northwestern P and Pet Stock Assn Dec 28 to Jan 1 A E Biethe sec  
Fall River Mass Fall River P Assn Dec 1 to 4 H S Winslow sec  
Fayetteville Ark Jan 20 to 24 John C Snyder judge J W Butler sec  
Fitchburg Mass Fitchburg P and P Assn Dec 25 to 31 J D Brown sec  
Geneseo Ill Geneseo Poultry Show Jan 3 to 7 W S Russell J Wm G Warnock sec  
Glasco Kan Cloud Co Poultry Assn Dec 27 to 29 M E Potts sec  
Gloucester Mass Cape Ann Poultry Assn Jan 11 to 15 F H Abbott sec  
Grand Ridge Ill Grand Ridge Poultry Assn Dec 28 to 31 L W Robinson sec  
Guthrie Okla Oklahoma State Show Assn Jan 3 to 6 H B Savage J L F Laverty sec  
Hickensack N Y Hickensack and Tipton Show Dec 8 to 10 John A Gamewell sec  
Hartford Conn Jan 10 to 15 Geo P Merritt sec  
Haverhill Mass Merrimack Valley Poultry Assn Dec 28 to 30 Geo H Greenman sec  
Henry Ill Illinois Valley P Assn Jan 31 to Feb 3 B N Pierce J D Shipley corsec  
Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W Pottaz sec  
Kalamazoo Mich S W Mich P Assn Dec 28 to 31 H A Bridge J C W King sec  
Kansas City Mo Mid-Continental P Assn Dec 23 to 30 F M Slutz sec  
Lanark Ill N W Ill Poultry Assn Jan 3 to 8 C W Sward sec  
Lansing Mich Central Mich P Assn Dec 20 to 25 H A Bridge J Chas A Cranec sec  
Lebanon Mo Laclede Co P Assn Nov 29 to Dec 4 F W Hitchcock J Geo H Hindes sec  
Lee Mass Berkshire County Poultry Assn Jan 11 to 13 1898  
Lenox Mass Berkshire Co P and P Assn Jan 11 to 13 1898  
Lincoln Ill Logan Co P and P Assn Dec 21 to 24 A B Shaner J F Hickman sec  
Llano O Beaver Falls Poultry Assn Jan 25 to 28 Seth P Scott sec  
Little Rock Ark Arkansas Poultry Assn Dec 1 to 4 H B Savage J W Westbrook sec Pine Bluff Ark

### Expositions.

Niagara Falls N Y Pan-American Exposition 1899 R C Hill sec  
Omaha Neb Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

### Dog Shows.

Pawtucket R I Rhode Island Poultry Association's Dog Show Dec 8 to 11 F Otto supt

## CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason of importance to advertisers, shippers, freightmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

Baltimore Md American Pharmaceutical Assn Aug 29 to Sept 12 James H Bobbitt sec Raleigh N C  
Baltimore Md Supreme Council of Chosen Friends 3d Tuesday Sept 1899 S K Wagner sec Phila Pa  
Binghamton N Y New York State Assn of School Commissioners and Superintendents Nov 1898 Miss Cora A Davis sec Whitesboro N Y  
Boston Mass American Poultry Assn July 15 1898 Boston Mass Sovereign Grand Lodge I O O F Feb 1898  
Boston Mass New England Sportsmen's Exhibition March 14 to 25 sec 216 Washington st Boston  
Boston Mass Ancient Order Hibernians July 1898 Jas O'Sullivan nat sec Philadelphia Pa  
Chattanooga Tenn National Educational Assn Feb 1898  
Chautauque Lake N Y American Assn of Librarians 1898 Melville Dewey sec Albany N Y  
Chicago Ill National Association Moulding and Picture Frame Manufacturers Dec 15 Cincinnati O Annual Convention of Master Horsehoers Oct 11 1898 W J Moore sec Pittsburg Pa  
Cincinnati O Triennial Meeting General Grand Chapter Sept 1899  
Cincinnati O Sacred Heart Jubilee 1899  
Cincinnati O Catholic Knights of Ohio 1898 James A Dailey sec Toledo O  
Cincinnati O Grand Council R A M Sept 27 1898  
Cincinnati O Grand Chapter Sept 28 and 29 1898 Cincinnati O National Embalmers' Assn 1898 Cincinnati O Supreme Council Ancient Accepted Scottish Rites Sept 20 1898  
Cincinnati O Beta Theta Pi Fraternity Annual Convention July 1898  
Cincinnati O Wholesale Saddlery Assn Oct 27 1898  
Cincinnati O National Laundrymen's Assn 1898 H W Stoer sec Cleveland O  
Cincinnati O National Encampment G A R Aug 1898  
Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O  
Cincinnati O National Convention of Elocutionists Jan 27 to 30 1898  
Cleveland O American Historical Society Annual Convention Dec 28 to 30  
Cleveland O Brewmasters' National Assn Sept 1898  
Columbus O Ohio Federation of Labor Convention Dec 7  
Columbus O Ohio State Grange Annual Session Dec 14 to 16  
Columbus O Masonic Grand Lodge Oct 1898  
Columbus O Welsh Eisteddfod Jan 1 1898  
Concord N H National Grange Convention Nov 1898 John Trimble 514 F st Washington D C nat sec  
Cortland N Y State Dairywomen's Convention Dec 1897  
Council Bluffs Ia Interstate Sheriff's Convention June 14 to 16 1898 W C Davenport sec Sioux City Ia  
Denver Col American Medical Assn June 7 to 10 Denver Col National Stock Growers' Convention Jan 25 to 27 1898  
Detroit Mich National Evangelization Union Detroit Mich American Society of Civil Engineers July 1898  
Detroit Mich Sanitary Convention Dec 9 and 10 1897  
Detroit Mich International Assn of Cotton Pickers Sept 1898  
Elmira N Y Grand Chapter R A M Feb 1898  
Elmira N Y Independent Order Odd Fellows' August 1898  
Elmira N Y National Convention of Police and Alarm Superintendents Aug 29 to 30  
Grand Rapids Mich Railroad Master Blacksmiths' National Convention 2nd Tuesday Sept 1898 D D Garbner sec Atchison Kas  
Indianapolis Ind Conclave the Supreme Lodge K of P August 25 1898  
Indianapolis Ind Convention Improved Order of Red Men Sept 13 1898  
Indianapolis Ind National Laymen's Convention M E Church Oct 1898  
Indianapolis Ind National Convention Epworth League 1899  
Indianapolis Ind National Convention of the Boys' and Girls' Home Employment Assn Dec 15  
Kansas City Mo Colored Baptists Sept 1898  
Kansas City Mo American National Baptist Convention  
Kansas City Mo National Harness Mfrs and Dealers Protective Assn Sept 13 to 15  
Louisville Ky Junior Order United American Mechanics June 21 to 24 1898 Edward S Deemer natl sec Philadelphia Pa  
Madison Wis State Semi-Centennial Celebration June 7 to 9 1898 Reuben G Thwaites sec Milwaukee Wis State Semi-Centennial Celebration June 27 to July 2 Reuben G Thwaites sec Madison  
Milwaukee Wis National Builders' Assn Feb 8 1898 James J Barry sec Boston  
Milwaukee Wis National Hardware Assn Nov 16 1898  
Mt Clemens Mich Convention of Gas Men May 19 to 21 1898  
New York City Commercial Travelers' Fair February 28 to March 5, 1898 Alfred Chasseaud manager  
New York City National Music Teachers' Assn 1898 James P Kough sec New York City  
New York City National Assn of Manufacturers Jan 25 to 27 Waldorf-Astoria Hotel  
Niagara Falls Pan-American Exposition May 1 to Nov 1 1898 H C Hild sec Buffalo N Y  
Omaha Neb Supreme Council Ancient and Accepted Scottish Rite Southern and Western Masonic Jurisdiction Oct 1898  
Omaha Neb National Assn of Postal Clerks June 1 1898 G A Wood sec West Medford Mass

Omaha Neb Sons of Veterans National Fair campment Sept 1898 Charles K Darling commander-in-chief  
Omaha Neb National Eclectic Convention 1898  
Omaha Neb American Institute of Homoeopathy June 1898  
Omaha Neb National Road Parliament 1898  
Orlando Fla National Good Roads Congress Feb 2 1898  
Ottawa Kan American Public Health Assn Sept 1898 Dr C O Frost sec Columbus O  
Pasadena Cal Tournament of Roses Jan 1 1898 F B Boynton sec  
Philadelphia Pa German American Journalists Assn Date not decided  
Philadelphia Pa National Convention Master House Painters and Decorators of the United States Feb 12 to 14 1898  
Philadelphia Pa National Assn of Agricultural Implements and and Vehicle Manufacturers 1898  
Pittsburg Pa Grand encampment of Knights Templars 2d Tuesday in Oct 1898 W B Melish Jr Junior Warden  
Pittsburg Pa National Brick Manufacturers Feb 1898 T A Randall sec Indianapolis Ind  
Pittsburg Pa Biennial Convention of the Knights and Ladies of Honor of Pennsylvania 1899 grand sec Fred Voelcker Philadelphia  
Richmond Ind National Conference of Friends Aug 1898  
Rochester N Y Jubilee Celebration of 90th Anniversary of Spiritualism June 1 to 8 1898  
Rochester N Y State Convention Y M C A Feb 10 to 13 W A Hubbard Jr Rochester Chairman of Committee on Arrangements  
Rock Island Ill Union Veterans' Union 1898  
Rock Island Ill Street commander-in-chief Washington D C  
San Francisco Cal Northern Baptist Convention 1899  
San Francisco Cal California's Golden Jubilee Jan 24 1898  
St Louis Mo Wholesale Drug Assn National Convention October 1898  
St Louis Mo Convention Building Trades Council Dec 20 H W Steinbiss sec  
St Louis Mo Carriage Builders' National Assn Sept 1898 H C McLean sec Wilmington Del  
Syracuse N Y Semi-Centennial Oct 11 to 17 1898  
Toledo O Letter Carriers' National Con Sept 5 1898  
Toledo O Grand Army of the Tennessee 1898  
Topeka Kan State Temperance Convention Feb 1 and 2 Secretary Stevens  
Toronto Ont Annual Convention Keeley League Aug 1898 Chas J Padlock sec 269 Dearborn st Chicago Ill  
Washington D C National Convention I O B B Jan 24 to 27  
Washington D C National Board of Trade Dec 14  
Wheeling W Va Reunion of the Society of the Army of West Virginia Sept 1898  
Willimansport Pa Union Veterans Legion 2nd Wednesday Oct 1898

## W. G. TIRRILL & CO.

LIMA, O., - Population 25,000  
Pop. 7,500. VAN WERT, O.

## LARAMIE, WYO.

H. E. Root, Mgr. Opera House and City bill poster and distributor (116'0), 150 3d St. 55'0

A STATEMENT TO BE PROUD OF  
WE HAVE PRINTED  
OVER 2,000,000

**Letter Heads**  
IN THE LAST FOUR YEARS  
EVERYBODY SATISFIED  
DO WE MUST KNOW OUR BUSINESS  
PRINTING @ CHICAGO  
354 DECATUR ST

All Kinds of Printing and Engraving.

Send 20 cts. stamps or silver  
for the

**Mascot**

—DATE BOOK TO—

**HENNEGAN & CO.**

CINCINNATI.

WANTED AGENTS to sell our elegant . . .

# ADVERTISING CALENDARS!

Big Profits. Fine Line. Write Immediately.

**The Henderson Lithographing Co.**

Novelty Department.

CINCINNATI, OHIO.

C. T. CRIPPEN

CITY BILL POSTER  
AND DISTRIBUTOR

ATHENS, OHIO

R. I. LEARY.

DISTRIBUTOR, FRANKLIN, VA.

Southampton County, 20,800 inhabitants; Franklin township, 1,500; circuit of 3 miles, 150,000. Satisfaction given; also, reference. Five years at the business.

GEORGE A. JACOBS.

Bill Posting, Distributing and Sign Tacking

Population 8,000. Own and control all billboards and privileges. Guaranteed first class work. Correspondence solicited.

L. B. 446. TAMAQUA, PA.

THE RUSSELL BILL POSTING CO.

Huntington, W. Va.

Pop. 20,000.

SIX SURROUNDING TOWNS!  
FIRST-CLASS SERVICE.

G. WHITCOMB, KENT, PORTAGE CO., OHIO.  
Distributor of Circulars and Samples in Northern Ohio. Ref. C I Hood & Co and W T Hanson Co.

NORWALK, O. Population 8,000. M. T. Wooster, Distributor. Reference C I Hood & Co.

EASTERN OHIO DISTRIBUTING BUREAU

JOHN M. EVANS, MANAGER.

BOX 153.

YOUNGSTOWN, OHIO.

**RUSH P. CRAWFORD,**



BILL POSTER  
DISTRIBUTOR  
AND TACKER



FOR SULLIVAN AND SULLIVAN COUNTY, IND.

Population of County, 32,000. Population of Town, 3,500.

**SULLIVAN, - - INDIANA.**

Advertisers

wishing to advertise in this section GEO. OAKLEY, 4 FOSTER ST. CONCORD, N. H.

**The Bill Poster**

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

HIGGINSVILLE, MO. Pop. 5,000

The Greatest Country on Earth.

... RIGG BROS. ...

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

**HENRY WERNER**

CITY BILL POSTER  
AND DISTRIBUTOR.

WINONA, - - MINN.  
3,000 FEET OF BOARDS.

**HARTFORD BILL POSTING COMPANY . . .**

159 HIGH ST.,

HARTFORD, CONN.

CAPACITY 5,000 SHEETS.

Boards located in all parts of the City and EAST HARTFORD.

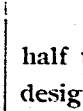
All Railroads and Electric Lines covered.

RELIABLE SERVICE GUARANTEED

HUTCHINSON, KAS. Population, 10,000.  
W. A. DOE, City Bill Poster, controls all the billboards. Bill posting, distributing and tacking solicited. Office, 102 Opera House Block.



EVERY READER is interested. Results the desired thing in advertising. You get the best results by using the best methods. The ADVERTISING WORLD helps you to determine the best methods. Sample copy free for the asking.



See our line of advertising cuts, newspaper cuts, calendar plates, half tones, line etchings or wood cuts, specially made stationery designs. Electrotyping at low rates. The best in every line at the best possible prices. All you have to do is to ask for circulars, which we send free. State what line you are interested in and we send them. There you are.



**HARPER ILLUSTRATING SYNDICATE,**  
COLUMBUS, O.

THE CITY OF SPRINGS . . .

**WAUKESHA, WIS.**

IS A PROFITABLE FIELD FOR ADVERTISERS.

THE TWIN CITY

Bill Posting, Distributing and General Advertising Company

Population, Winston, Salem, N. C., and Suburban districts over 50,000. All work done by Manager

**W. T. PFOHL, Manager, WINSTON, N. C.**



**DUTCH VOGEL**  
CITY BILL POSTER  
STEUBENVILLE, OHIO.  
NUF SED.

**W. A. & S. M. NOYES**  
CITY BILL POSTERS  
AND DISTRIBUTORS  
Own all billboards.  
Box 599 NE MBURYPORT, MASS.

**J. BOYLE NICHOLS,**  
LICENSED  
CITY BILL POSTER and DISTRIBUTOR  
DANVILLE, KY.

**JOHN GORIN**  
CITY BILL POSTER  
BOWLING GREEN, KY.

ESTABLISHED IN 1876.  
"AND STILL AT IT."  
**HENRY HERFF,**  
City Bill Poster and Distributor.  
L. B. 187.  
WABASH, IND.

**BUBB** POSTS BILLS AND DIS-  
TRIBUTES CIRCULARS AT  
WILLIAMSPORT, PENN'A.

DO you want orders for goods  
from NEW MEXICO?

Send us your paper for posting  
or distributing in  
Santa Fe, N. M., population 10,000  
Santa Fe County, " 10,000  
Rio Arriba County, " 15,000  
Taos County, " 10,000  
And we will send you the trade.  
350 miles of wagon road—25  
towns and villages covered.  
For estimates and information  
covering the entire territory of New  
Mexico, write to  
**A. M. DETTELBACH CO.**  
Bill Posters and Distributors,  
P.O. Box 240 SANTA FE, N. M.

The Bill Poster and Distributor, Licensed.  
Controls all Privileges at  
**CHEHALIS, WASHINGTON,**  
Population, 2,500.

**C. W. ABBOTT,**  
Bill Poster and Distributor,  
HARTFORD CITY, INDIANA.  
Good work guaranteed. Population, 6,500.

**Junction City, Kans.** POP. 5,000.  
**HERMAN DELKER,**  
Bill Poster and Distributor.  
Reference: First National Bank.  
SATISFACTION GUARANTEED.

**JOHN CLARIDGE,**  
BILL POSTER, Population 5000.  
**NEWPORT, ARK.**

**TOLEDO, OHIO.** POPULATION, 125,000.  
**EDMONDS & CO.,**  
Bill Posters and Distributors.

**JOHN L. MARSH,**  
Licensed Bill Poster, Vancouver, Wash.  
10,000 feet of Boards. Samples distributed.  
Population, 7,000.

## Bill Posters and Distributors

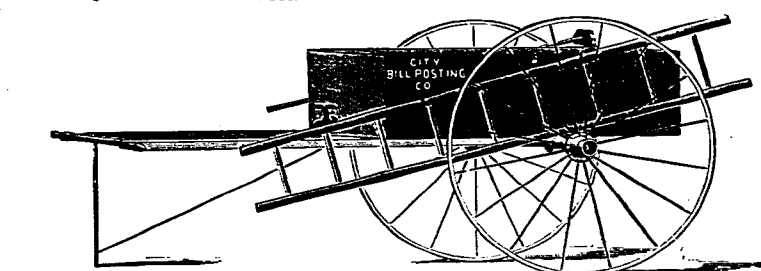
SHOULD OWN EITHER A

# WAGON or CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

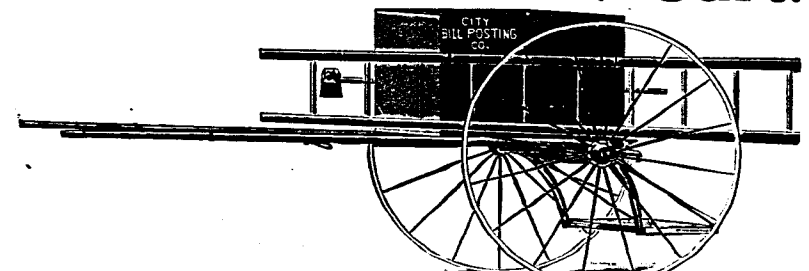
## Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



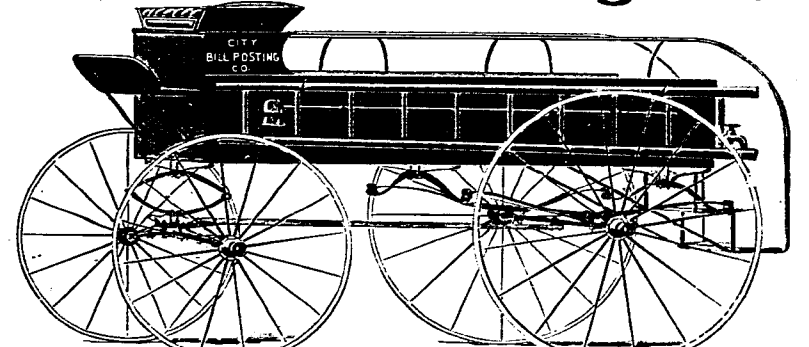
They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of **\$24.50 EACH.**  
No extra charge for painting firm name on the sides.

## Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of **\$44.50**

## Bill Posters' Wagons.



We make them in almost infinite variety. We have them with shafts and with poles, with and without tops, in fact in every style imaginable. This is one we make in three sizes, at the following prices, viz:

A—\$90.00. B—\$100.00. C—\$130.00.

Address **JOHN H. MICHAEL,**  
Manufacturer Bill Posters' Vehicles,  
225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.

Mrs. C. E. Clayton, Prop. J. Gibson, Manager

**POWER CITY**  
Bill Posting-Distributing Agency  
GENERAL OUT DOOR  
ADVERTISING . . .

TOWNS IN THIS TERRITORY:  
Niagara Falls, N. Y. 24,000  
Niagara Falls, Ont. 8,000  
Lewiston, N. Y. 500  
Youngstown, N. Y. 500  
Wilson, N. Y. 500

OFFICE, 21 THOMAS ST.  
**NIAGARA FALLS, N.Y.**

BELOIT, KANSAS, also Concordia, Minn., Delphos and Gleneden. Address, C. H. BURT, Sole Bill Poster and Distributor, Beloit.  
#2-Pug Dogs and Masquerade Suits for sale.

**AGENTS WANTED**  
TO SELL **NOVELTY SIGNS**  
Fine business for Agents selling ready-made Novelty Signs, 11x14 inches printed on colored card boards, ready for immediate shipment. Here are a few mentioned of 50 varieties: Holiday Presents, Repairs, Call Again, Fresh Bread, Dress Making, For Rent, etc. 50 per cent profit. Greatest sellers on record. Special prices for the next three months at \$2.15 per 100 assorted cards prepaid. Order or write us to-day.  
Val. Schreier, Sign Publisher, Milwaukee, Wis.

**GEO. S. CHANDLER,** 135 Market St. Portsmouth, N. H. Honest distributor of advertising matter of every description. References furnished.

**FOR SALE.**  
Splendid Bill Posting and Distributing Plant, which covers SANTA BARBARA and adjacent towns. Will be sold with or without the handsome residence of the present owner. Address, W. J. STAFFORD, Santa Barbara, Cal.

ADVERTISERS WANT GOOD RESULTS FOR THEIR MONEY.

**STOUDER & SMITH**

PROPRIETORS OF THE

**Temple Bill Posting Co.**

—OF—

**FT. WAYNE, IND.**

ARE THE PEOPLE THAT GIVE IT!

**WHY?**

Because they have the best billboards and choicest locations in the city and guarantee satisfaction.

**COMMERCIAL WORK A SPECIALTY.**

**J. M. DISHON,** and no other,  
Goes forth in haste  
With bills and paste,  
And proclaims to all creation,  
Men are wise who advertise  
In the present generation.

**Terre Haute, Ind.**

**PENSACOLA, FLA. JOHN L. SMART.**  
Solicits contracts for distribution and sign tacking of all kinds of legitimate advertising matter. Pop. city, 16,000; pop. territory worked, 25,000. Reliable distribution. References furnished. Member International Assn. of Distributors.

**JOSEPH BARRATT,**  
City Bill Poster.  
**CARTHAGE, MISSOURI.**  
Population, 10,000. Distributing done carefully

G. H. OTTING.

ESTABLISHED 1870.

J. F. OTTING.

**G. H. OTTING & SON,**  
... LICENSED ...  
**BILL.: POSTERS.: AND.: DISTRIBUTORS**

In Newport, Bellevue, Dayton, Fort Thomas, Cote Brilliant, Inverness, Finchtown, and Claryville, Ky.

OWN AND CONTROL ALL  
BILLBOARDS IN THE CITY.

ALL ORDERS PROMPTLY ATTENDED TO.

OFFICE: No. 608 YORK STREET,  
NEWPORT, KY.

GOOD WORK GUARANTEED.

**HENRY C.**  
**CROSBY**  
ADVERTISING  
**SIGNS**

Romaine Building.

PATERSON, N. J.

**MILFORD, MASS.**

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 No. Bow Street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Package and scenery truck express. fe-12

## Press Clippings

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
146 Franklin St., Boston.

**Scranton, Pa. 654 Deacon,**  
J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanna County. 1197

**THEATRICAL AND CITY BILL POSTERS,**  
Distributing and Advertising Agents,  
Work promptly and properly executed.  
C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

**"Mr. Manager!"**  
"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. paper.

OUR artists are expert and up-to-date.  
WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are O. K.

WE have no alleys, back fences, "charlie boxes," boys or "bums."  
WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

**C. M. Smith & Co.,**  
Brantford, Canada.

Population of City 17,000. County 50,000.  
Country 5,000,000. 1197



## YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio



**SHELBYVILLE, INDIANA.**

**T. F. CHAFEE & SON,**

BILL POSTERS AND DISTRIBUTORS.

John Bentley.

W. A. Sheetz.

... LICENSED CITY ...

**BENTLEY & CO. BILL.: POSTERS.**

Posting, Lithographing, Sign Tacking, Distributing, Railroad and Commercial Advertising.

OFFICE: NEW MASONIC THEATRE,  
No. 423 CHURCH STREET, NASHVILLE, TENN.

**P. J. SMITH** BILL POSTING  
DISTRIBUTING  
CARD AND TIN  
SIGN TACKING  
**LORAIN, O.**  
ALL NEW BOARDS. . .  
BEST OF LOCATION. . .  
WORK GUARANTEED. . .

SEE YOUR PEN BEFORE BUYING. Upon receipt of 25c. we will send you our 14kt. gold, adjustable Fountain Pen: Price \$1.75. If satisfactory, pay the L. Co. \$1.50. Agents wanted. The Whitman Fountain Pen Co., Cleveland, O. P. S. 2100 Fountain Pens, 14 kt. gold, if you wish them Dept. B.

## PROVIDENCE, R. I.

We cover any city in New England.  
And do our work to the entire satisfaction of the Advertiser.  
Ask the California Fig Syrup Co., of New York, or Mennen's Chemical Co., of Newark, N. J., about us. Other references if you want them.

**MAURICE WEINTRAUB & CO.,**  
DISTRIBUTORS AND OUT-DOOR ADVERTISERS.  
**BOSTON, MASS.**

**TRENTON, New Jersey**  
**The Trenton Bill Posting Co.**

Owens all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

**BELVIDERE, ILLS.**  
Fred. Witko, Bill Poster, 3121 ns will st. 1197

**L. A. DANIELS,**  
City Bill Poster and Distributor,  
**SANTA CRUZ, CAL.**

POPULATION 8,000.  
Member International Bill Posters Association, of United States and Canada.

**Nanaimo, British Col. Pop. 7,000.**  
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

## WE WANT YOU ...

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we want 50 cents for a year's subscription

## IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month which will be worth much more than their cost to you.

SAMPLE COPY SENT FREE.

**UP-TO-DATE IDEAS PUBLISHING CO.**  
**GRAND ISLAND, NEBR.**

**Ottawa, Ills. Ottawa Bill Posting Co.**

The ONLY Licensed Bill Poster and Distributor. Population 14,000. Members Ass'd Bill Posters, and International Bill Posters' Ass'n of U. S. and Canada.  
No Theatrical Work. Strictly Commercial.

## ALL WIND

Is the professed love of the solicitor for the small city bill poster. They only send paper to him when forced to by the advertiser. They inevitably send it to large cities, so that their commissions can be collected in greater bulk. If Sam Hoke or any other solicitor will guarantee us the paper we will build boards enough to make this town look circused.

**NOON BILL POSTING CO.,**  
**MARBLEHEAD, MASS.**

**RICHARD WAHLER,**  
If you want good work, send him your Posters and Samples.  
**FREEMONT, ILL.**

## ACCOUNTICS. . . .

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

## SCIENCE OF ACCOUNTS.

## ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice; contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountants' Association,  
WOOL EXCHANGE, NEW YORK.

**M. W. MEEHAN,** BILL POSTER  
DISTRIBUTOR  
Programmer, Careful! Shelburne Falls, Mass.  
Attention to all orders

**Southern Press**  
**Clipping Bureau,**  
**Atlanta, Ga.**

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circularizing.

**Logan, Utah. WILL CROCKETT,** Bill Sign Tacker in 20 adjoining towns in Cache Valley. Population 24,000.

SEND FOR A COPY OF

**Business**  
The Office Paper

Mailed free to all mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing. To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office. Monthly, \$2 a year. Address BUSINESS PUBLISHING CO., 11 Astor Place, New York.

**W. H. WEILBROD** WOOD  
PROCESS  
CINCINNATI, OHIO. ENGRAVER



ESTABLISHED 1892.

600,000 PEOPLE REACHED

**The "TWIN CITIES" DISTRIBUTING AGENCY**

J. T. HUDSON, BUSINESS MANAGER.

LICENSED DISTRIBUTORS.

OFFICES: 120 SIXTH STREET, PITTSBURG, PENNSYLVANIA.  
BRANCH ALLEGHENY, PA.


Reliable Service with Distributors under BOND. Folder containing list of Patrons and letters of endorsements on request. Members International Association of Distributors.

**LOS ANGELES, CALIFORNIA.**POPULATION, 1897, 103,786  
1890, 50,000

Los Angeles now has a resident population of over 103,000, and during the winter at least 50,000 tourists are there seeking climate. No rain at all in summer, and in winter less than in New York in summer. We are the sole owners of the billboards, and make a specialty of distributing.

**MERCHANTS AD-SIGN CO.,**  
636 BROADWAY, LOS ANGELES, CAL.Let's get acquainted.  
Here's our hand. **MANCHESTER, N. H.****TRAVELING ADVERTISING AGENTS:**  
Gentlemen: When in this city, you are invited to give us a call, and make this office your headquarters. We are at No. 50 Hanover Street, opposite Opera House Block, the most central part of the city. We shall be pleased to give you any information you desire, free of charge.**SIGN TACKERS . . . D. J. LEFEBVRE ADVERTISING CO.**  
SAMPLING. RELIABLE BILL DISTRIBUTORS.**CITY BILL POSTING CO.**Prompt Personal Service Guaranteed At all Times. **OUT-DOOR ADVERTISING** The Only Exclusive Distributing Service In the City.  
**...IN ALL ITS BRANCHES**Capacity 1,500 sheets of paper, all boards on street car lines.  
Population of town, 26,000. Write for estimates.**NORWALK, CONN. Harry B. Bussing,**  
P. O. BOX 408. . . . . Proprietor . . . . .**Jointed Magnetic Hammers**

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Lith. Co., Cincinnati, O.  
DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,  
FLEISCHMANN & CO., Gardner, Mass.  
W. P. BULLARD, Agt.

**SAVES CLIMBING.**  
**SAVES WORK.**

Enables you to give your clients first-class permanent service.

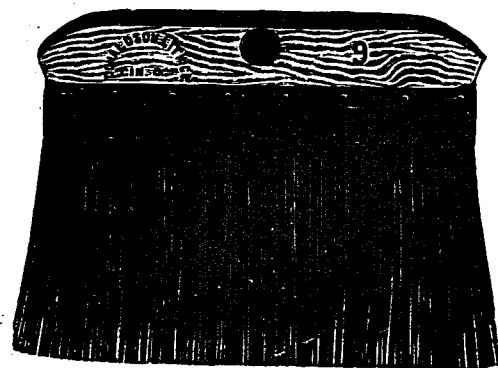
**PRICES:**  
16-in. handles, 2 sections, \$2.00  
12-in. handles, 3 sections, \$2.50

**DONALDSON LITHO CO. Sole Agents,**  
CINCINNATI.

C.O.D. MUST ACCOMPANY ORDER. NOSE SENT C.O.D.

**Bill Posters' Paste Brushes.**

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

**PRICES.**8 inch, \$2.25 each.  
9 inch, 2.75 each.  
10 inch, 3.00 each.

SEND YOUR ORDERS TO

**The Donaldson Litho. Co., Cincinnati.****W. L. HISSONG,**  
BILL POSTER AND DISTRIBUTOR

I own and control all Boards in Town, and Guarantee honest work. Write for List of Boards and Terms.

**BUTLER, OHIO.****CLOWES ADVERTISING AND DISTRIBUTING CO.**  
60,000 INHABITANTS IN OUR TERRITORY!  
ALL WORK GUARANTEED OR MONEY REFUNDED.  
A TRIAL WILL BE CONVINCING PROOF.**CONNELLVILLE, - - - PENN.****TRY... THE CITY OF WAUKESHA**  
FOR BILL POSTING AND DISTRIBUTING.**JOHN H. JONES,** Distributing, sampling, sign tacking. Office, N. W. Cor. Mount & McHenry Sts. Population, 500,000. Member I. A. of D. BALTIMORE, MD.**CHICAGO**

AND SUBURBAN TOWNS

... J. A. CLOUGH, Manager ...

**Clough's Distributing Agency,**  
42 RIVER STREET, ROOM 414.

SAMPLING, DISTRIBUTING OF CIRCULARS, PAMPHLETS, CALENDARS, BLOTTERS, ALMANACS, Etc. CARD, TIN AND BOARD SIGNS NAILED AND TACKED UP.

Prompt and Efficient Personal Service at all times. Only Guaranteed Distributing Service in this City.

Member the International Association of Distributors, The Will A. Moulton Co., and Registered Member Feister Printing Co.

References: Fuller &amp; Fuller Drug Co., Chicago; Genesee Pure Food Co., LeRoy, N. Y.; Allen S. Olmstead (Foot-Ease), LeRoy, N. Y.; California Fig Syrup Co., Dr. N. C. Davis (Anti Headache Powders); Chattanooga Med. Co.; Kondons Manufacturing Co.; S. Pfeiffer Mfg. Co., W. H. Comstock Co. (Morse's Indian Root Pills) and hundreds of others.

**Jointed Paste Brush Handles**

Made Expressly For

**Traveling Advertising Agents.**

Will fit inside of a bill trunk. Great convenience.

**HANDY, DURABLE, STRONG, RIGID.****PRICE:**7 feet, 2 sections, - \$1.25  
10 1/2 feet, 3 sections, - \$1.75**Donaldson Litho. Co.**  
CINCINNATI.

Remit with order. None sent C.O.D.

ESTABLISHED 1876.

**CHARLES W. YORK,**

Bill Poster and Distributor.

**HAVERHILL, MASS.**

I make a specialty of Distributing. Reference if required. 1897

Newport, Ky. G. H. Otting & Son,  
Own and control all boards. Good Service**Allen's Press Clipping Bureau**

Offices, Rooms 3-4-5-6-7, 510 Montgomery St. San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 228

**Atlanta, Ga. 124 Haynes St.**

Win Peden, Advertising Distributor, 125 tucked up in this and adjoining counties, \$1.00 per 1000 and up. 697

**DENVER, COLO.**

The Curran Bill Posting &amp; Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 100,000; Pueblo, 40,000; Colorado Springs, 20,000. 11

**Butte, Mont. W. E. Kendrick,**  
Bill poster and sign advertiser. P. O. Box 122. 698**Chillicothe, Mo. Z. B. Myers,**  
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactorily for no pay. Write him. 697**The Adv. Novelty Co. 32, 34 and 36 E. 3d St**  
CINCINNATI, OHIO.  
Manufacturers of and dealers in Domestic and Imported Advertising Novelties. Cards, Calendars, Panels, Shapes, Etc.CIRCUIT 45 TOWNS  
POPULATION — 70,000  
DISTRIBUTING SAMPLING TACKING  
**MARVIN & SON,**  
**CITY BILL POSTERS**  
AURORA, ILLS.  
PAINTED THEATRE TRANSFER CO. PHONE 37.  
SIGNS AND BULLETINS.Send a trial order of Posting or Distributing to  
**THE WAUKESHA BILL POSTING CO.**  
WAUKESHA, WIS.**MANSFIELD, Pa. POPULATION, 2,500. 60,000**  
The W. D. Husted Adv. Co. TIOGA COUNTY, Population 60,000  
67 MAIN STREET, MANSFIELD, PA.  
Post, Distribute and Tack the Entire City

E. W. VANSYCKLE, Mgr.

**A MERRY CHRISTMAS . . .**

... AND ...

**... A HAPPY NEW YEAR**

To all Patrons and Friends of the

**VANSYCKLE ADV. CO.**

INDIANAPOLIS, INDIANA.

EST. 1889.

**MINNEAPOLIS**

The Pride of the North-West has one Bill Poster, and one only.

**THE BRESLAUER BILL POSTING CO.**

Owns and Controls, without a single exception,

**EVERY PROMINENT BOARD****EVERY DESIRABLE HOARDING****EVERY FIRST-CLASS LOCATION****EVERY POINT OF VANTAGE****THROUGHOUT THE ENTIRE CITY!**Certain malicious persons are circulating false and misleading rumors to the effect that there is an opposition bill posting firm in this city. **THERE IS.. NOT!**

An insignificant sign painter has picked up a few secluded and obscure stations, but he is not a bill poster, and never will be.

Send paper as heretofore to

**THE BRESLAUER BILL POSTING CO.****MINNEAPOLIS,****MINN.****Cincinnati, O. Pop. 350,000.**Unexcelled Distributing Service.  
W. H. Steinhilber, 811 Vine, Cincinnati**OREGON SIGN CO.**Bill Posters, Distributors and Sign Painters  
Box 374, Oregon City, Oregon. 1897**Wilmington, No. th Carolina.**  
Pop. 25,000.

Thos. P. Day &amp; Co., Bill Posters and Distributors

**JNO. McCRAITH, MARSHALL, MISSOURI.**

Makes a specialty of lithograph tacking, etc. Special attention given to all orders.

**BENJ. MILES** The Line City Distributing Agency  
HUNTINGTON, IND.

Population of city, 10,000. County, 30,000. Prompt and reliable service at all times.

**Pittsburg, Pa. Pop. 500,000.**

Established 1892.

The "TWIN CITIES" Distributing Agency, OFFICE 6, SIXTH ST. BRANCH, ALLEGHENY, J. T. HUDSON, Manager.

**AGENTS WANTED**

Fine business for Agents selling ready-made Novelty Signs, 11x14 inches printed on colored card boards ready for immediate shipment. Here are a few mentioned of 50 varieties: Holiday Presents, Repairs, Call Again, Fresh Bread, Dress Making, For Rent, etc. 80 per cent profit. Greatest sellers on record. Special prices for the next three months at \$2.15 per 100 assorted cards prepaid. Order or write us to-day.

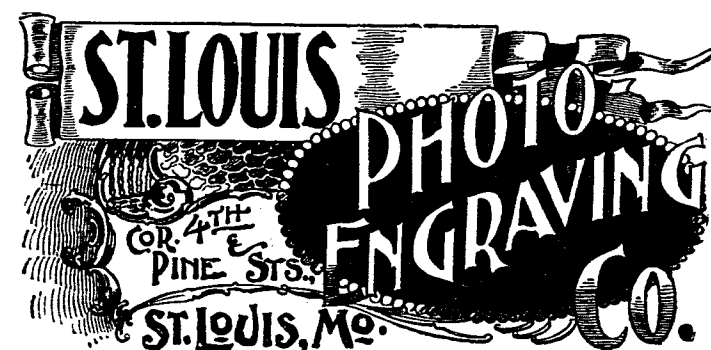
Val. Schreier, Sign Publisher, Milwaukee, Wis.

**SIDNEY, OHIO.**

CHAS. P. RODGERS Owns and Controls all Boards for Posting, also Distributes Advertising Matter for the best houses in the country. I guarantee all work done to the interest of the advertiser. Give me a trial order.

**R. G. Curran, Greensburg, Pa.**

The only Bill Poster and Distributor in the town Owns all the billboards. Advertiser all over the county.

**Portraits and Buildings for all Purposes.**

SEND FOR SAMPLES.

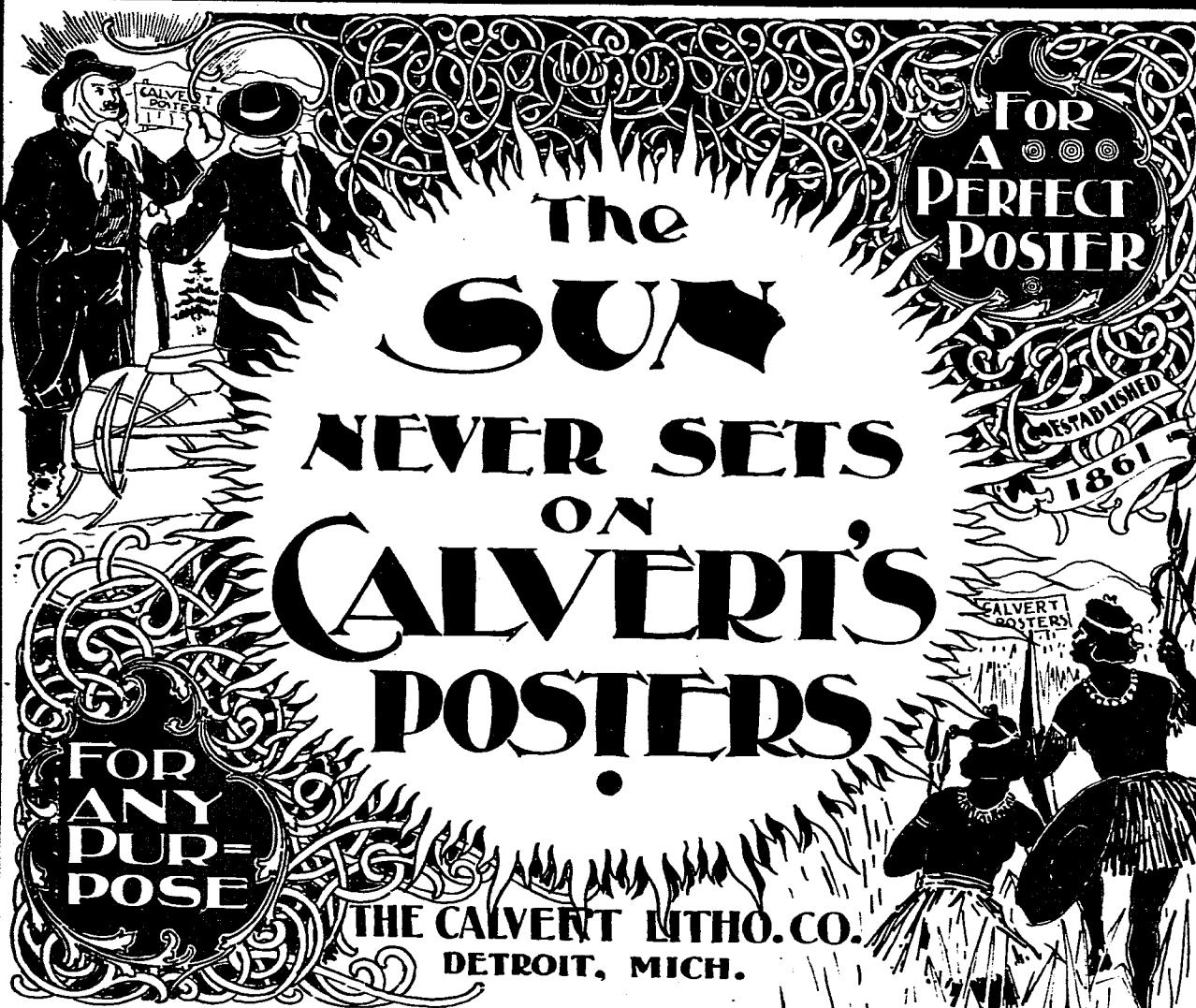
**W. W. MOORE,** LICENSED CITY BILL POSTER...  
DISTRIBUTOR AND CARD TACKER  
Established 1873. DES MOINES, IOWA.  
ASSOCIATION PRICES. POPULATION 70,000.

ESTABLISHED IN 1867.

FROM BUCKET TO BARREL

**WOLF BROS.** GENERAL BILL POSTERS  
AND DISTRIBUTORS ...**DAYTON, OHIO.**





**FOR A PERFECT POSTER**

**The SUN NEVER SETS ON CALVERT'S POSTERS**

**FOR ANY PURPOSE**

**THE CALVERT LITHO. CO.**  
DETROIT, MICH.

**LEMAIR, IOWA** . . .  
POPULATION 6,000.  
**WILLIAM O. LIGHT,**  
BILL POSTER.  
Reference: First National Bank.

**THE MANHATTAN PRESS-CLIPPING BUREAU.**  
NEW YORK. LONDON.  
ARTHUR CASSOT, Manager.  
Knickerbocker Building.  
No. 2 West 14th St., New York.  
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.  
**HON. CHAUNCEY M. DEPEW** is one of our regular patrons.  
**HON. CALVIN S. BRICE:**  
You have the best facilities of anyone in the field in your business.

**Blaney, Wm. E.,** Expert Ad Writer,  
Station T, Boston, Mass.

**J. B. YOUNG**  
CITY BILL POSTER  
AND DISTRIBUTOR  
SATISFACTION GUARANTEED.  
ASSOCIATION PRICES.  
POPULATION 9,000  
**ROCHESTER, N. H.**

**NAMES** and Addresses supplied. Any trade or profession. My addresses are all new and not worked to death. Written lists only. 1,000 ladies addresses (who buy goods by mail) for \$3.00; 5,000 agents addresses at \$5.50 per 1,000; 1,000 tax payers addresses (from this county) for \$3.00. Let me know your wants. Best of references given. Address  
**BOX 74 CHAS. A. GRABOW, Peru, Ills.**

**WELL** here we are again. Look us over. We can help you, if you help us. Try it. First-class distributing done only. Write us about it. Prices, \$1.50 to \$2.00 per thousand. Member of the I. A. of D. Some of our patrons: Dr. Kilmer & Co., Dr. David Kennedy Corporation, Lydia E. Pinkham Med. Co.  
**CARLISLE, Wm. M. Meloy, Distributor**  
BOX 49. PA.

**DETROIT, MICH.**  
We distribute cards, circulars, samples. We tack up signs of every description. Send for Price List.  
... THE ...  
**NATIONAL DISTRIBUTING CO.**  
UP-TO-DATE  
DISTRIBUTORS AND SIGN TACKERS,  
297 Cass Ave., - Detroit, Mich.

**HARRY GEAR, BILL POSTER** . . . LICENSED . . .  
CITY OF EL PASO DE ROBLES, SAN LUIS OBISPO COUNTY,  
STATE OF CALIFORNIA.  
Bill Posting and Distributing for Central California. Regular rates. Prompt attention. Good references. Eastern Advertising of every kind solicited. I cover the following towns of San Luis Obispo County: El Paso de Robles, San Luis Obispo, San Miguel, Santa Margarita, Templeton, Creston, Fstellen, Cambria, Cayucos, Shandon, Bradley and Parkfield. Population 20,000.

**H. H. JENNINGS & SON,**  
CITY BILL POSTERS  
AND DISTRIBUTORS

**HARTFORD, CONN.** **BRIDGEPORT, CONN.**  
Office: HARTFORD OPERA HOUSE. Office: 22 MAIN STREET.

**W. D. FREEMAN,**  
General Distributor of All Kinds of Advertising Matter.  
ALL WORK GUARANTEED.  
Correspondence solicited, when terms, quotations and references will be given if desired.  
**121 JAMES STREET. DAYTON, OHIO.**

**CALVERT, TEXAS.**  
Contracts solicited for the distributing and posting of all legitimate advertising matter. Owns all billboards.  
**J. P. CASIMIR.**

**MARCELINE, MO.** Pop 4,000  
Bill Poster and Distributor.  
References given. **CHAS. E. LONG.**  
**HOW TO ADVERTISE** Everyone Thinks He Knows How.  
**OUR POST BILLS**  
**Stevenson & Solomon**  
Bill Posters and Distributors.  
**JACKSON, - - MICHIGAN.**

**C. F. Bangasser & Co.**  
CITY BILL POSTERS AND DISTRIBUTORS,  
Signs Tacked and Signs Painted. Own all billboards in our locality. P. O. Box 35.  
**MC MINNVILLE, OREGON**

**ITHACA, MICH.** POP. 2,500.  
**JAS. DONALDSON,**  
Member I. A. of D.  
Bills posted. Samples put out. Circulars distributed. Signs tacked up. Work guaranteed.

**FAYETTEVILLE, N. C.**  
Hawkins Bros., Bill Posters and Distributors.  
1008, 1006 B & 170

**Chattanooga, Tenn.**  
Is a Railway and Manufacturing center. Population of City and Suburbs, 50,000. I distribute right. Ask E. E. Sutherland Med. Co., Paducah, Ky., or Lydia E. Pinkham Med. Co., Lynn, Mass. For Prices and other information, Address:  
**H. S. HOLMES,** Member I. A. of D.  
16 E. 7TH ST.

**Jacksonville, Ill.** 807 S. Main St.  
Wm. Burke, member of and recommended by I. A. of D.

**P. H. ZENDER & SON, AUSTIN, MINN.**  
Bill Posters and Distributors.  
Own and control all Billboards.  
SATISFACTION GUARANTEED.

**MEMPHIS, TENN.**  
Van Beuren & Co., Bill Posters and Distributors, 224 Second Street.

**R. NOLAN**  
Up-to-Date Bill Poster and Distributor  
**BOX 610. ALPENA, MICH.**

**Laconia, N. H.** Pop. 15,000.  
Folsom Opera House, Irving Plaza and Show Grounds. J. F. Harriman, Manager. Owns all billboards in the city and suburbs.  
**BEVERLY, MASS.** POP. 13,000.  
**LUTHER CAHOON,**  
City Bill Poster and Distributor, 44 Cabot Street. Owns and controls all Billboards in City. Twenty-six years in the business. Work promptly and properly executed.

**W. P. HUNTER,** Licensed Bill Poster and Distributor.  
**CARM, ILLS.** - - POP. 5,100.

**Kansas City, Mo.** Pop. 300,000.  
Midland Advertising Co., Joseph Reid, Mgr. Distributing, Typing, High-Reliability Men only. All towns in Jackson and Wyandotte Co. Main International Assoc. of Distributors.

**HOWARD N. HOLSHOUSER,**  
LICENSED BILL POSTER AND ADVERTISING AGENT . . .  
**COVINGTON, TENN.**  
I control all Billboards and solicit your work.

**HOWLAND** Advertising Sign Co., Rome, N. Y.  
I distribute advertising matter in the City of Ironton for the Miles Medical Co., C. I. Hood Co., W. T. Hinson Co., and others. For full particulars address:  
**H. C. CROSSLEY,**  
109 N. FIFTH ST., - - IRONTON, OHIO.

**Oswego, N. Y.** **F. E. Munroe,**  
Licensed Bill Poster, Distributor and Painter.

**KNOX** MEADVILLE, PA.  
BILL POSTER-DISTRIBUTOR

**HILLSBORO, TEXAS.**  
Phillips Bros., City Bill Posters and Distributors.

**W. E. DAVID**

Does Bill posting, Distributing and Sign tacking at Clarksburg, W. Va. Population 8,000. Owns all boards. Also place work in 24 towns in West Virginia. Send for list.

**Clarksburg, W. Va.**

**Delaware, O.** **G. D. McGuire,**  
City Bill Poster and Distributor.

**W. A. NORTHUP**  
Will Paint, Post and Distribute all Advertising Matter in a thoroughly business-like manner at  
**KINGFISHER, OKLAHOMA.**

**Jackson, Ga., C. A. Henderson & Co.**  
Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Plantilla, Macon, Forsyth and Burnsville, includes population of 175,000.

**STERETT Show Printing Co.,**  
San Francisco, Cal.

**THE EMPIRE CITY OF THE SOUTH**

Offers the Advertiser an unexcelled opportunity of reaching  
125,000 People through the guaranteed distributing service of the

**EDW. B. BRIDGER'S Adv. Co.**

... No. 608 TEMPLE COURT ...

Member of I. A. of D.

**ATLANTA, GEORGIA.**

... I can also cover any Town within 100 Miles of Atlanta. ...

**R. R. GARVER**  
BILL POSTER AND DISTRIBUTOR . . .  
**NEW HAMPTON, IOWA.**

**Tucson, Ariz.** 2,000 ft. of boards  
WM. KEID, Box 148, 241.

**CITY BILL POSTING CO.,**  
HARRY B. BUSSING, Manager.  
**NORWALK, CONN.**

**WATERVILLE, MAINE.** POP. 10,000  
**S. H. CHASE,** BILL POSTER AND DISTRIBUTOR . . .  
Manager Opera House.  
I own and control all billboards in the city.

**Peru, Ind.** **Chas. W. Stutesman**  
Licensed City Bill Poster and Distributor.



**J. H. DAY & CO.**  
COURT, BROADWAY and EGGLESTON AVENUE.  
**CINCINNATI, O.**  
33 MURRAY STREET, NEW-YORK.

**You Must Know**  
That primitive methods are out of date in this era of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions. You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose.

**Our Machines Save**  
Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

**WAUKESHA** "THE CITY OF SPRINGS."  
"THE WESTERN SARATOGA."  
**WAUKESHA** is a beautiful little city of about 10,000 population; it is a good field for advertisers. We will Post your Bills, Distribute your Advertising Matter and Tack your Signs in City of WAUKESHA, also throughout WAUKESHA County. Satisfaction guaranteed.

**THE WAUKESHA** BILL POSTING COMPANY ..  
... **CHAS. G. MEVIS, Mgr.**  
ROOM 2, BOSTON IRON BLOCK . . . **WAUKESHA, WISCONSIN.**  
... 521 MAIN ST.,

**THE H. B. WILBER CO.,** Population 2,000. Signs Painted and Tacked up. Bill Posters and Distributors. We own and control 5,000 feet of Barn, Bulletin and Wall Space for permanent Advertisers. Reference, Enterprise Pub. Co.  
**CAMBRIDGE SPRINGS, PENN.**

**SIGN PAINTERS**  
We Make a Specialty of  
**BRUSHES FOR MECHANICS**  
We are the Only Makers of the Celebrated  
**SHORT BRISTLE FITCHES FOR CANVAS WORK**  
ALSO GENUINE BLACK SABLE, RED SABLE AND OX HAIR PENCILS.

**HANLON & GOODMAN**  
No. 55 FULTON STREET  
SEND FOR . . .  
... CATALOGUE  
ST. LOUIS.



# THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.



A mutual aid society of men who make a business of distributing samples and advertising matter from house to house. This organization has rescued and reclaimed the business from the low state to which it had fallen. They have wholly abolished lax methods and dishonest practices, and have made their calling as respectable and lucrative as any line of human industry.

**Read Carefully.** The service of each individual member is guaranteed by all the other members collectively. That is to say the Association is conducted much after the manner of a mutual insurance company. If any member is detected in violating his contract with an advertiser, said advertiser is immediately reimbursed by the Association for such amount as he may have paid the said derelict member, and the value of the advertising matter as well, the members at large being assessed *pro rata* to make good the deficiency thus created in the funds of the Association. In this way advertisers are provided with a guarantee that *does guarantee*. A fund of \$1,000 is always on hand in the treasury for contingencies of this character.

Only distributors who are members of the International Association of Distributors are entitled to use the cuts (trade marks of the Association) incorporated in this advertisement. Infringements will be prosecuted vigorously.

## List of Members in Good Standing Whose Services are Guaranteed by The International Association of Distributors.

**ALABAMA.**  
BIRMINGHAM—Shepherd McMurray.  
**COLORADO.**  
DENVER—COLORADO SPRINGS—Curran Bill Posting Co.  
VICTOR—Cripple Creek Dist.—Jos. A. Quinn, Manager Quinn B. P. Co.  
**PUEBLO**—Jesse Mitchell  
**CALIFORNIA.**  
VENTURA—G. H. Sheppard.  
LOS ANGELES—F. W. Sabich, 125 N. Broadway  
SANTA CRUZ—L. A. Daniels, 9 Locust St.  
**CANADA.**  
BRANTFORD, ONT.—Chas. Murray Smith.  
DELAWARE.  
WILMINGTON—Geo. W. Jackson, 24 Orange St.  
**PENNSYLVANIA.**  
PENSACOLA—John L. Smart.  
**GEORGIA.**  
ATLANTA—Ed. W. Bridger, 608 Temple Court  
**ILLINOIS.**  
FORT WAYNE—W. H. Case, 24 N. Miner St.  
TERRE HAUTE—Jas. M. Dishon, 20 S. 5th St.  
INDIANAPOLIS—Geo. W. Vansyckle, 114 S. Illinois St.  
**INDIANA.**  
ALEXANDRIA—W. O. Henry.  
RICHMOND—Dobbin Bros.  
ELAMOND—Frank E. Gero.  
NEW ALBANY—R. K. Brown.  
MUNCIE—A. H. Nethercott, 611 S. Munro.  
HUNTINGTON—Benj. Miles, 8 Everett St.  
EVANSVILLE—F. M. Groves.  
GREENSBURG—Fred. Fritz & Son, 24 S. Franklin St.  
SHELBYVILLE—T. F. Chaffee & Son, 47 W. Pennsylvania St.  
**IOWA.**  
SIOUX CITY—A. B. Reall.  
CEDAR RAPIDS—W. S. Bue.  
COTTAGE BLUFFS—C. N. Bowen.  
DES MOINES—Charles W. Orris, 1601 Des Moines St.  
LEMAIS—Wm. O. Light.  
**ILLINOIS.**  
CHICAGO—John A. Clough, 77 Emerson Ave.  
AKRON—Harry W. Marvin.  
CLINTON—A. Nelson.  
NOKMAL—M. F. Dillon.  
**IDAHO.**  
BOISE CITY—Elmo Gordon & Co.  
**KENTUCKY.**  
COVINGTON—O. P. Fairchild & Co., 16 E. 5th St.  
NEWPORT—G. H. Oving & Son, York St.  
PADUCAH—H. J. Hath.  
LOUISVILLE—T. Heverin.  
ASHLAND—John M. Hutton.  
OWLSBURG—Owenboro Bill Posting Co.  
**LOUISIANA.**  
NEW ORLEANS—H. Young & Co.  
**MISSISSIPPI.**  
CORINTH—W. E. Patton, Box 164.  
**MONTANA.**  
BUTTE—Hartford & Kendrick.  
**MAINE.**  
GREENVILLE—J. W. Murphy.  
PORTLAND—Jas. A. Martin, 124 Exchange St.  
BANGOR—Thomas W. Burr, 47 Hammond

**MASSACHUSETTS.**  
MATTAPAN—Flynn & Cushing.  
WORCESTER—Fiske Bros.  
MARLBORO—F. W. Riley.  
DANVERS—Wm. W. Wakefield, 56 Maple St.  
**MARYLAND.**  
BALTIMORE—John H. Jones, Mount and McHenry St.  
**MICHIGAN.**  
DETROIT—Jno. Owen, 55 Fort St. W.  
ITHACA—James Donaldson.  
IRON MOUNTAIN—A. D. Stiles, 219 W. Fleisch St.  
PORT HURON—Lewis T. Bennett, 909 Military St.  
GRAND RAPIDS—Geo. W. Leonard.  
KALAMAZOO—J. E. McCarthy.  
BAY CITY—C. J. Bloomfield, 211 Fifth Ave.  
JACKSON—Stevenson & Solomon, 115 Mill St.  
**MISSOURI.**  
KANSAS CITY—Joseph Reid, 617 Grand Ave.  
LAMAR—A. L. Wright.  
ST. LOUIS—Will A. Molton, address: Cleveland Ohio Office.  
ST. JOSEPH—A. J. Avery, Tootle Theater.  
**MINNESOTA.**  
ST. PAUL—J. H. Crowder, 39 Winnipeg Ave.  
WINONA—Winona City Dist. Co.  
MAKATO—C. H. Griebel, Jr., 409 S. Front St.  
**NEBRASKA.**  
LINCOLN—F. C. Zehrung, 1145 O Street.  
**NEW YORK.**  
BUFFALO—W. A. Molton, address Cleveland.  
BINGHAMTON—P. M. Cooley, 99 State St.  
ROCHESTER—J. E. Stroyer, 114 Weld St.  
FULTON—Wm. Cook.  
SALAMANCA—C. R. Gibson.  
OSWEGO—Jos. A. Wallace.  
LOCKPORT—James H. Staats.  
SWACUSE—Geo. Casner.  
AUBURN—Wm. M. Kerr.  
YONKERS—W. L. Mildrum & Co.  
UTICA—John Napier.  
TROY—Mrs. M. E. Dundon.  
MIDDLETOWN—Thos. Kain, 88 South St.  
BATAVIA—Albert R. Perry, 39 Jackson St.  
**NEW HAMPSHIRE.**  
MANCHESTER—Donat J. LeFebvre, Box 483.  
**NEW JERSEY.**  
NEWARK—E. M. Slocumb, 369 Market St.  
LAWRENCE—M. C. Little.  
CAMDEN—Quaker City Distributing Co., address Philadelphia.  
**OHIO.**  
CINCINNATI—W. H. Steinbrenner, 519 Main Street.  
SPRINGFIELD—H. H. Tyder, 22 N. Race St.  
LANCASTER—Mrs. Clara M. McNeill, Main St.  
AKRON—W. A. Volton, address Cleveland.  
TOLEDO—W. E. Molton, address Cleveland.  
WOLCOSTER—Geo. Kettler, 88 W. Larwill St.  
PORTSMOUTH—R. W. Lodwich, 118 W. 3rd St.  
DELAWARE—Geo. D. McGuire, 169 S. Franklin St.  
ATHENS—C. T. Crippen, Union St.

## OFFICERS FOR 1897.

JOS. REID.....President.  
Kansas City, Mo.  
W. H. STEINBRENNER.....Sec'y-Treas.  
Cincinnati, O.  
W. H. CASE.....Soliciting Sec'y.  
Fort Wayne, Ind.  
G. W. VANSYCKLE.....First Vice-Pres't.  
Indianapolis, Ind.  
J. T. HUDSON.....Second Vice-Pres't.  
Pittsburg, Pa.  
R. S. DOUGLAS.....Third Vice-Pres't.  
Memphis, Tenn.  
**Executive Committee.**  
F. M. GROVES.....Evansville, Ind.  
THOS. KAIN.....Middletown, N. Y.  
W. E. PATTON.....Corinth, Miss.

## Remember,

That our members are all earnest, sober, reliable men, whose standing in their respective communities has been rigorously investigated before they have been admitted to membership. Our guarantee system makes the most searching investigation imperative. There are no loafers, no idle boys, no irresponsible ne'er-do-wells in the ranks of the International Association of Distributors.

## 1869 TAUNTON BILL POSTING CO. 1897

### BILL POSTERS AND DISTRIBUTORS

DISTRIBUTING DEPARTMENT WAGON SERVICE  
HOUSE-TO-HOUSE DISTRIBUTION.

Local References by permission:  
HANSON & CO., Druggists.  
H. D. ATWELL, Bus. Mgr. Adv. Department B. C. Fair.  
Others if desired.

A. B. WHITE, MGR. AND TREAS.  
MUSIC HALL STORE, - TAUNTON, MASS.

## PAULDING, OHIO.

F. W. French, Distributor. Work guaranteed

## BRANTFORD, CAN.

POP. 17,000.

Chas. M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution.

## R. W. STORRS,

De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired.

**Mattapan, Mass. D. L. Cushing**  
Circular Distributor and Gen. Advertiser.

**SPARTA, WIS.** Circulars and Samples carefully distributed. Population city, 4,000. Ref. Miles Medical Co., Elkhardt, Ind., The Leader, Sparta, Wis. Box 311.

**C. R. GARRETT.**

**NORTH PLATTE, NEB. Pop. 4,000**  
WARREN LLOYD  
Controls all space including Opera House.

**GREENVILLE, MICH. Pop. 4,000**  
Eight smaller towns. Pop. from 400 to 1,300. Have done Hoods Sarsaparilla and Syrup of Figs work for two years, and many others. More boards than any city of its size in the State.

**W. H. GEORGE**  
Bill Poster and Distributor

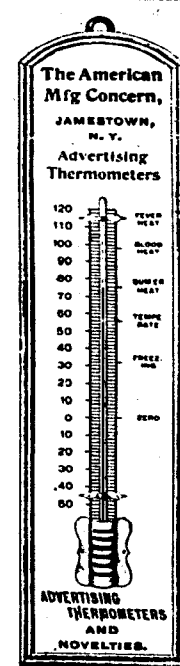
## Springfield, Mass.

Wm. C. LeMoir. Chas. W. Perkins.

## LeMOIR & PERKINS, City Bill Posters

## Haverhill, Mass.

**J. F. WEST,**  
BILL POSTING AND DISTRIBUTING  
In all their branches, owning all billboards.



## ADVERTISING NOVELTIES

NEW-USEFUL-UNIQUE! THERMOMETERS RULERS

WOODEN NOVELTIES Traveling and Local

AGENTS WANTED!

We pay large commissions, and are responsible.

Correspondence Solicited.

We are Largest Makers of advertising thermometers and wooden advertising novelties in the world.

Address with stamp

... THE ...

**AMERICAN MFG. CONCERN,**

JAMESTOWN, N. Y.

## TRY US!

\*\*\* We guarantee you a front-door house-to-house distribution, and all distributing is done under the supervision of a thorough and experienced Superintendent who attends to the Distributing Department exclusively.



## The CURRAN Company

DENVER; PUEBLO and COLORADO SPRINGS

GENERAL OFFICE,

## DENVER

ON EARTH TO DO BUSINESS!

Ashtabula, O.

POPULATION, 15,000.

J. L. SMITH,

City Bill Poster and Distributor.

Also owner and Manager of SMITH'S OPERA HOUSE, and owner of the popular HOTEL JAMES

I've always time to answer correspondence.

WASHINGTON, PA. POPULATION, 12,000.

ANDY B. MEANS,

Bill Poster and Distributor. Owns and controls all Billboards in the town.

Residence, 31 W. Chestnut St. P. O. Box 4.

**PLATTSBURG, - MISSOURI.**

MORRIS, Bill Poster & Distributor.

Satisfaction Guaranteed.

**GEORGE W. CHURCHILL,**

Licensed Advertiser and Distributor of all kinds of Printed Matter.

2311-11 Corning Ave. PARSONS, KANSAS.

**GEORGE PROTZMAN,**

City Bill Poster and Advertising Agent.

Box 245. ROSEBURG, OREGON.

**L. W. ELY,**

Licensed Bill Poster, Distributor, Card and Sign Tacker. Circuit of 15 towns.

**WELLINGTON, - OHIO.**

MARIETTA, OHIO. Population, 14,000.

C. P. THOMAS, City Distributor. All kinds of Distributing promptly attended to.

**BEST SERVICE. BEST LOCATIONS. BEST WORKMEN.**

**SPRENGER THE BEST**

BILL POSTER, DISTRIBUTOR.

POUGHKEEPSIE, N. Y.

1,300 Running Feet. 16 Locations. Member New York State Bill Posters' Association.

**Wright's Distributing Service**

432 10th St., N. W.

WASHINGTON, D. C.

## LOUISVILLE IS NOW ALL RIGHT.

THE NEW BILL POSTING FIRM, THE

## FALL CITY BILL POSTING CO.

Is only six weeks old, and has more Billboards than were ever in Louisville.

All new billboards built of best tongue and grooved lumber, all old ones covered with sheet iron. Locations everywhere the best. Service guaranteed to be satisfactory. Backed and controlled by men with years of experience in the bill posting and advertising business. You all know how rotten the service has been in Louisville for years. We've skinned the old town, and in this short time can and do give good service. If you appreciate our enterprise, send us your work.

We have removed from our temporary office on Green street to large and commodious quarters at 348 West Jefferson, second and third floors—Bill Posting and Advertising Departments and General Offices, second floor; Sign Advertising, Poster Printing, Poster Designing and Art Department, third floor. Private offices and desks for traveling men, agents, etc., who are always welcome, and invited to make our offices their headquarters while in the city.

**FALL CITY BILL POSTING CO.,**

No. 348 W. JEFFERSON ST. LOUISVILLE, KY.

... ESTABLISHED 1860.

## GEO. M. LEONARD

Bill Posting and Distributing.

## GRAND RAPIDS,

POPULATION 100,000. MICHIGAN.

H. W. WALKER. W. S. FOSTER.

## WALKER & CO.,

BILL POSTERS AND GENERAL ADVERTISERS.

NO. 45 ROWLAND STREET.

Own and control all the prominent billboards in the city. All street car service, street car and railroad crossings lighted by electricity. Good night or day. Secure space now. Don't wait.

## DETROIT, MICH.

12,000 LINEAL FEET

**BOARDS**

ON PRINCIPAL

STREETS AND

CAR LINES.

**PITTSBURG, KANSAS.**

Population, City, 12,195.

Population of District that do trading and Get their Pay Here.

... 50,000 ...

"The Woods are Full of Mining Camps and Humanity."

**THE WESTERN SARATOGA ...**

**WAUKESHA, WIS.**

IS A PROFITABLE FIELD FOR ADVERTISERS.

**JOHN T. WILLIAMS.**

Manager Northwest Bill Posting and Advertising Co., 346 MORRISON STREET.

ESTABLISHED 1868.

POPULATION 90,000

MEMBER I. A. OF D. AND P. C. B. P. A.

**PORTLAND, OREG.**

207 NORTH TENTH ST., ST. LOUIS.

OUR MOTTO: "WE HOLD THEE SAFE."

CHAS. A. GRASSW. Prop. IN



# SETTER BROS & CO. COLLINS CENTER, NEW YORK.

We sell GOOD

## ENGRAVING BLOCKS

Cheaper than any other firm on earth. By GOOD Engraving Blocks we mean blocks that are in every way strictly high-grade and first-class in every respect. We have sold over 100,000 of these blocks in the past five years, and our trade is increasing at such a rate that we expect to sell as many more in the next twelve months. That is the best testimonial we can offer of the quality of our blocks

Plain, Cherry and Basswood **RULE. REGLET.**

Type Stock Material for Small Wood Cut Work.

BLACK BOARDS. BULLETIN BOARDS. LITHOGRAPH BOARDS. AND PASTE BOARD.

## LUMBER.

DON'T FORGET THE ADDRESS:

# SETTER BROS. & Co.

COLLINS CENTER, NEW YORK.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes. 135 Washington Street, Chicago.

In offering the services of the

## United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices. With a carefully trained force of proficient readers

And have an exchange list that thoroughly covers every section of the United State and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

United Press News Bureau,

184 Van Buren St., Chicago.

**WILMINGTON, DELAWARE**  
POPULATION, 75,000.  
Wilmington Bill Posting, Distributing and Advertising Co.,

ESTABLISHED IN 1853.  
JESSE K. BAYLIS, GEO. W. JACKSON, PROPRIETORS.  
D. K. JACKSON, SUPERINTENDENT.

Own All Prominent Boards Throughout the City. Satisfaction Guaranteed on All Work.

OFFICE: GRAND OPERA HOUSE.

**WILMINGTON, DELAWARE**  
POPULATION, 75,000.

THE LEADING SHOW PRINTERS  
LITHOGRAPHIC OR BLOCK  
IN THE UNITED STATES USE

# THE AULT & WIBORG CO'S

## POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI NEW YORK CHICAGO

## WAUKESHA

Is a profitable field for advertisers! We Post Bills, Distribute Advertising Matter and Tack Signs throughout Waukesha County. Member of Will A. Moulton Distributing Co. The

## WAUKESHA

Bill Posting Company, Chas. G. Mevis, Mgr., Room 2, Boston Iron Block, P. O. Box, 505, 521 Main Street.

## WAUKESHA WISCONSIN

## THE CLIPPING BUREAU

KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients at once.

All the latest literature on any subject selected at your order.

Material for trade and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituary notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest, work considered, of any bureau in existence.

THE NEW ENGLAND  
NEWSPAPER BUREAU,  
146 Franklin St., Boston

Grand Rapids, Mich.  
George M. Leonard, Reliable Distributor

THE IDEAL BILL POSTING PLANT OF AMERICA.

# HARRY :. MUNSON

No. 4 MURRAY STREET,

## ... NEW YORK CITY. ...

BETTER BILLBOARDS.

MORE BILLBOARDS.

MORE PERFECTLY LOCATED BILLBOARDS.

Located on the Main Thoroughfares, Drives, Boulevards, Cycle Paths and Car Lines.

BILLBOARDS BUILT OF GALVANIZED IRON--NO UNSIGHTLY CRACKS OR BREAKS IN THE POSTERS PLACED ON THESE BOARDS.

Locations at all Prominent Ferries, at all Prominent L. Stations, on the lines of every Railroad entering New York and on Broadway.

## SEE MUNSON'S BOARDS . . . . .

At Herald Square, Broadway and Thirty-Sixth Street; Broadway and Forty-Second Street; Broadway and Worth Street; City Hall Station; Cortlandt Street L. Station; Brooklyn Bridge; opposite the Pennsylvania, Erie, N. Y. & N. J. and Lehigh Valley Railroad Depots.

## SEE MUNSON'S BOARDS . . . . .

Along the lines of the New York Central, the New York & Northern, the New York, New Haven and Hartford, the New York & Harlem, and the New York & New England Railways. You can't reach this traffic except on Munson's Boards.

You can thoroughly and completely and exhaustively cover New York City on Munson's Boards exclusively. You can not advertise New York as it should be done unless you use Munson.

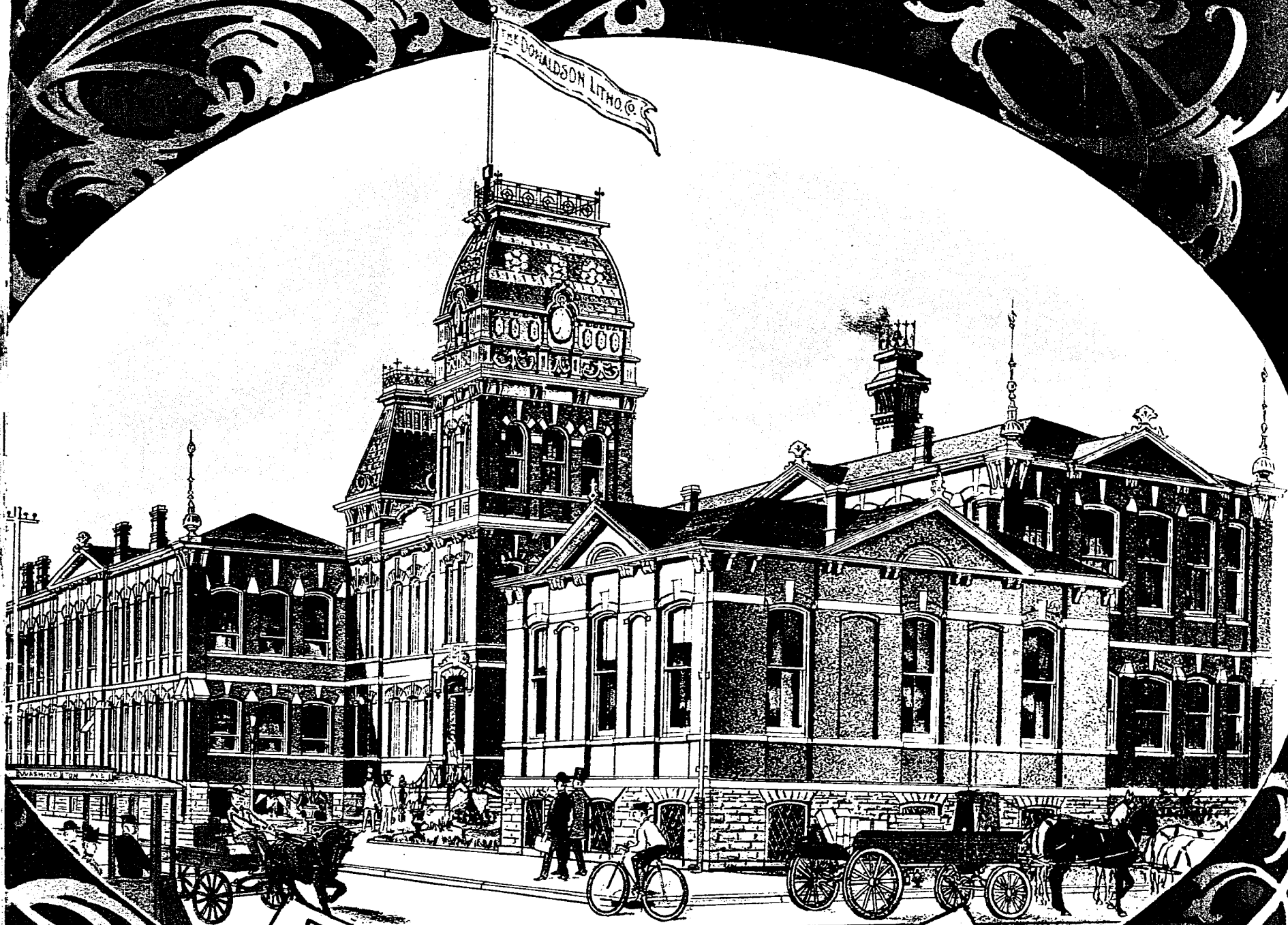
Harry Munson's New Offices are the largest, finest and best located Bill Posting Establishment in the World.

# ... HARRY MUNSON ...

No. 4 MURRAY STREET, - - NEW YORK.



# THE DONALDSON LITHOGRAPHING CO. CINCINNATI.



FACTORIES AND MAIN OFFICES.  
TWELVE MINUTES FROM FOUNTAIN SQUARE  
TAKE WASHINGTON AVE. ELECTRIC CARS.

## SUPERFINE POSTERS

(ALL KNOWN PROCESSES)  
FOR COMMERCIAL, THEATRICAL & CIRCUS USAGE.